



CHITKARA SCHOOL OF ART+DESIGN

CHITKARA
UNIVERSITY



PUNJAB



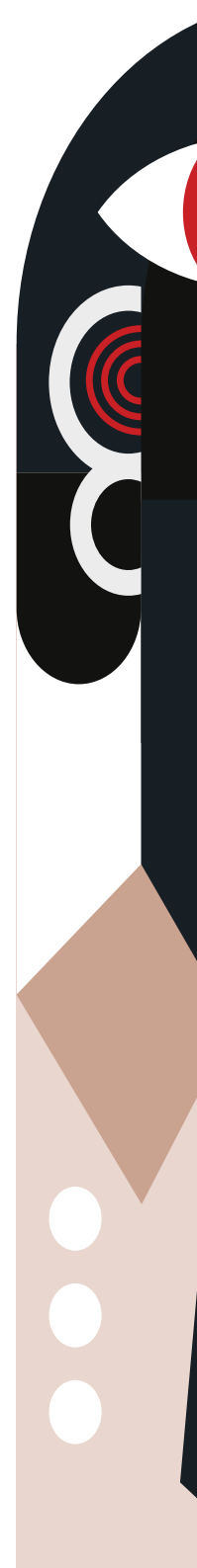
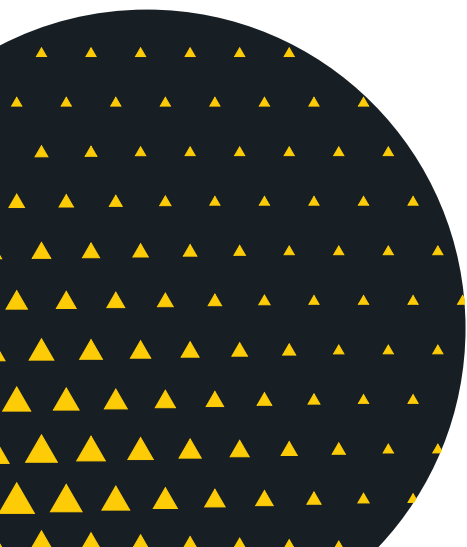
A bright design career awaits



The demand for design is increasing rapidly. The future is bright for visual designers and Chitkara University is initiating some of the finest applied art and graphic design programs in the country. Our programs are geared to produce efficient advertisers, graphic designers, animators and interior designers who will possess all the desired skills needed to leave a mark on their industry.

By choosing to begin their degree at Chitkara University, students get a competitive edge by learning practical skills at 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 3, students will have the option of doing their internships with best of industry partners across the country towards their credits for the final year.

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





Our
programs
encompass
four
levelsof
training
hands,
eyes, mind
and social
conscience

A woman with glasses and a dark sleeveless top stands in front of a whiteboard, gesturing with her hands. She is addressing a group of students whose backs are to the camera. The room has a rustic brick wall and a desk with a laptop and a bust of a man on the left.

A rigorous flexible curriculum

You will experience the rigorous, comprehensive curriculum of Chitkara Art & Design programs 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.

BFA in Applied Art

► **Advertising Art Direction**

A more focussed combination of visual and verbal information designed to create a message that moves consumers to action.

BFA in Applied Art (with specialisation in new media)

► **Graphic Design**

Total information design, where pictures as well as words are created and designed to convey messages.

B.Sc in Animation

► **Animation**

The art of creating animations to tell stories through TV, Films and Games.

B.Sc in Animation (with specialisation in game design)

► **Game Design**

The art of creating game art and levels for engaging game play.

B.Sc in Interior Design

► **Interior Design**

Interior designers make spaces more comfortable, beautiful, efficient and multi-dimensional in utility.

Kickstart your career in the field of art and design

Foundation level courses for the 1st year of Art & Design programs

You will experience the Chitkara'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.

► **Introduction to Design Tools and 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.

► **Fundamentals of Art & 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.

A grayscale photograph of a person's hands shaping a piece of clay on a pottery wheel. The hands are positioned to guide the clay as it rotates. The background is dark and out of focus.

▼▼ GOOD **ART** IS A
TALENT. GOOD
DESIGN IS A **SKILL.** ▼▼

BFA

APPLIED

4
Years



EDDART

The 4-year BFA in Applied Art is a specialised program in Design, where the student can specialise 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.



► **Program Overview**

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.

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 ensure personalised attention.



► **Careers in Graphic Design**

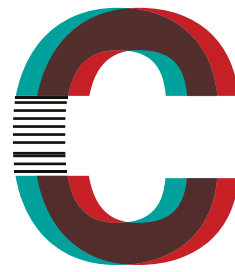
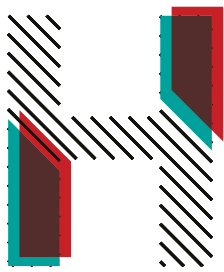
- Advertising Design ● Book Cover Design ● Corporate Communications
- Environmental Design (the design of signs and sign systems)
- Information Design ● Exhibition Design for trade shows and museums
- Film, Video, and Video Game titles ● Television Graphics
- Interactive Design for Websites, Video Games,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

GRAP





DESIGN
NEW MEDIA



Today's digital environment has created exciting career opportunities in visual design, entertainment, gaming and technology industries.

Our 4-Year BFA in Applied Art with specialisation in New Media Design is at the intersection of visual communication, design strategy, technology sciences & user interface design. With emerging technologies & new digital devices stretching the forms of interactivity, new media designers are poised to be the key creative force in the next generation of digital media.





► **The 4-Year BFA in Applied Art 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.

► Career Path

Our 4-Year BFA in Applied Art with specialisation 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



B.Sc

3
Years

INTERIOR



The course in Interior Design is geared up to meet expectations of the industry, to create a symbiosis between theoretical, technical, artistic and creative areas. In practice, interior architects execute projects for myriad activities, including business and commercial establishments, places for recreation and hospitality, health and cultural institutions and residential interiors.



► Program Objectives

- To sensitize the students about the impact of interior design on built environment by developing analytical skills to add excellency & efficiency for well-being of the occupants
- To equip students with basics of technical, creative, theoretical and management skills for successful creation and execution of interior design scheme
- To create an understanding of multidisciplinary approach with illustrators, sculptors, fashion designers and architects to add creative insight and depth into the design process
- To develop skills for creative solutions for assimilation of diverse elements of interior such as furniture, lighting, upholstery, color scheme, etc. along with building services.
- To support the development of research, thinking and communication processes to enable to envisage creative and innovative solutions to design problems.



► Career Path

Rapid urbanisation has led to continuous growth of optimised spaces for different purposes such as residential, commercial, official, retail, hotels, etc. Interior designers are in demand to make these optimised spaces more comfortable, beautiful, efficient and multi-dimensional in utility.

In modern context, the sensitisation towards DESIGN through this program opens up career avenues in space aesthetics and related areas across. Interior designers graduating from the course have a wide ranging creative skill set with clear visual communication abilities.

Our 3-Year program is highly innovative and job oriented leading to working opportunities in India and abroad in sectors like:

- Hotels and Resorts
- Housing
- Retail
- Educational Institutions
- Offices
- Heritage
- Recreation
- Hospitals





B.Sc

3
Years



As a field of study, Animation allows you to partake in mediums like Graphic Design, Web Design, Game Design, 3D Animation and Visual Effects. It's reach also extends up to far reaching domains such as 3D Printing, Augmented Reality, Virtual Reality, and 3D Projection Mapping.

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. 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 composting and green screening. You would learn how to prepare a storyboard and its relevant implementation. 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.





► Career 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



B.Sc

Animation
with
Game Design

3
Years



Games are by far the highest-grossing field of the entertainment industry today. People play video games on their computers, consoles, mobile devices and anywhere we can imagine. Be part of this rapidly evolving world, learn to develop complex story-lines, characters and create sophisticated gameplay with stunning graphics. With a Chitkara B.Sc. in Animation with specialisation in Game Design, we can guarantee all of this.





3-Year B.Sc Animation with Game Design

► Program Overview

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. Designing the game is far more challenging than playing it.

► 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.



► Career Path

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

Put your career in the fast lane



► **Careers**

Students enrolled in our Arts and Design programs learn how to work with technology used in both digital and print publications in both theory and practice. Our focus on giving internships prime importance also helps towards ensuring our students are career ready from the outset.

► **Internships**

Internships are an invaluable part of our programs at Chitkara. We encourage students to pursue multiple internships during their studies, and work closely with our industry partners to get “real world” experience. Students will have the opportunity to spend more than 2 years in internships.



► Exhibition Space

Chitkara'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.

► Faculty

Students are treated to an outstanding full-time and part-time faculty. World-renowned visiting designers known for their expertise in graphic, web and interactive design, branding, print publication, communication technology as well as fine arts are also part of the Chitkara family.

CHITKARA
UNIVERSITY



PUNJAB

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

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.

Graduate with a **holistic skill set**

One-on-one discussions with the professors make classes an interactive experience. Helpful and approachable faculty is available to students at all times—even for the slightest of doubts. We have a lot of group projects and presentations which help students in team-building, and bonding with classmates.



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)



Beyond education, it's the memories at Chitkara University that you will cherish long after you graduate. Choose from a vast array of recreation 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.

Vibrant

student life



HANDIGARH the city beautiful

Chandigarh, named by Times Magazine as one of the “15 best Asian spots” and called “The thinking man’s city” is nestled in a state of immense 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. India's vast rail network also connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.

The Global design school

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.



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 here.

▶ **STUDENT EXCHANGE PROGRAMS**

Gain a global perspective

Chitkara University's robust international exchange program is affiliated with more than 60 overseas universities and gives you the opportunity to experience living on your own in a different country. Gain a more global and culturally sensitive perspective with our diverse student body.

▶ **SEMESTER EXCHANGE PROGRAMS**

Foster stronger bilateral ties

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

▶ **SUMMER STUDY PROGRAMS**

Immerse in overseas experience

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

▶ **OVERSEAS STUDY MISSIONS**

Gain insights from industry leaders

Overseas study missions bring you right into the heart of art and design around the globe, giving you current insights on latest trends through site visits. These networking journeys open a whole new 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 to help our students understand diverse cultural and educational contexts.



Global Connections

Chitkara University has strong agreements for faculty and student academic exchange with top education providers across the world. Some of the major institutions are

ASIA

SOUTH KOREA

- Kookmin University
- Korea University(Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Chonbuk National University
- Chosun University
- Sangmyung University
- Kwangwoon University

INDONESIA

- Binus University
- Telkom University

TAIWAN

- China Medical University
- Providence University
- National Tsing Hua University (NTHU)

MALAYSIA

- HELP University

JAPAN

- Kindai University

CHINA

- Qilu University of Technology
- Zhejiang University of Science & Technology
- Qingdao Technological University Qindao College

AUSTRALIA

- Deakin University
- Edith Cowan University (ECU)
- Flinders University
- Federation University
- Murdoch University

SOUTH AMERICA

BRAZIL

- PUCRS
- UNICAMP (University of Campinas)

PERU

- Universidad San Ignacio de Loyola-USIL

NORTH AMERICA

U.S.A

- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University
- Northern Arizona University
- Portland State University
- California State University, San Marcos
- Regents of the University of California, Irvine
- San Ignacio University

CANADA

- George Brown College - GBC
- University of British Columbia
- Kings University College at Western University
- British Columbia Institute of Technology - BCIT
- University of Prince Edward Island - UPEI
- Vancouver Island University - VIU
- Georgian College
- Vancouver Film School - VFS
- Lakehead University

MEXICO

- Universidad Autonoma Del Estado De Hidalgo (UAEH)

EUROPE

UNITED KINGDOM

- London School of Economics
- University of Birmingham
- Glasgow Caledonian University
- Anglia Ruskin University
- University of Central Lancashire
- University of West of England
- University of Hertfordshire

GERMANY

- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)
- University of Applied Sciences Stuttgart
- Technische Universitat Chemnitz
- Hochschule Emden/LEER

NETHERLANDS

- Fontys University of Applied Sciences
- Amsterdam University of Applied Sciences - AUAS

SPAIN

- University of Alicante
- Fundacio Privada Universitat I Technologia
- Universitdad De Jaen
- Universidad Católica San Antonio de Murcia - UCAM

FRANCE

- ESIGELEC – School of Engineering Rouen
- Ecole Pour L' Informatique Et Les Techniques Avancees- EPITA
- EM Normandie
- Kedge Business School
- Institute D' Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Université Montpellier 2 Sciences et Techniques
- Institut Sup'Biotech de Paris
- ECAM Strasbourg
- Institut Polytechnique des Sciences Avancées - IPSA
- French International Graduate Schools - FIGS

BELGIUM

- Institut des Hautes Etudes des Communications Sociales
- Haute Ecole de La Province De Liege

PORTUGAL

- Politecnico De Coimbra
- Instituto Superior De Engenharia Do Porto

FINLAND

- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences



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