

**BECOME A
CREATIVE
YOUNG GUN**

CHITKARA
UNIVERSITY

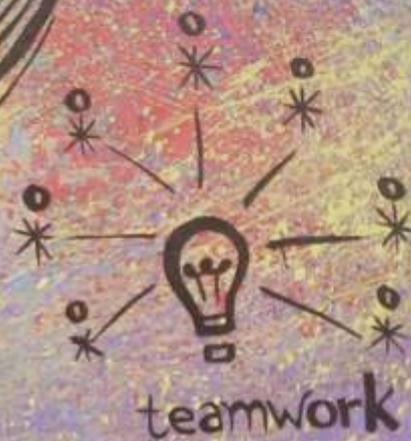


MAKE. BUILD. CREATE.

ANIMATOR + APP DESIGNER + ARCHITECTURE AND DECORATIVE FABRICATOR + ARCHITECTURAL DESIGNER + ARCHIVIST +
ART DIRECTOR + ART TEACHER + ART THERAPIST + ARTIST + ARTIST-IN-RESIDENCE + ARTS INTEGRATION SPECIALIST +
COMMUNITY + DEVELOPMENT DIRECTOR + GAME ARTIST + GAME DIRECTOR + GAME DESIGNER + CURATOR +
DESIGN RESEARCHER + DIRECTOR OF PROGRAMMING + EDITOR + EFFECTS ANIMATOR + ENTREPRENEUR +
LATION ARTIST + JEWELRY DESIGNER + JOB THAT HAS YET TO BE CREATED + LEADER DRAFTER + LECTURER + LIBRARIAN + MASTER PRINTER + MEDICAL ILLUSTRATOR + MODELMAKER + MURALIST NOVEL
SPECIALIST + STAFF PHOTOGRAPHER + STUDIO MANAGER + STYLIST + SYSTEM ANALYST
PUBLIC ARTIST + PUZZLE DESIGNER + SCULPTOR + SEWING TEACHER + SOCIAL MEDIA
WEBCOMIC ARTIST + WRITER + SCREENPRINTER + ANYTHING YOU WANT...
PHOTOGRAPHER + USER INTERFACE ENGINEER + VIDEOGAME DESIGNER + WEB DESIGNER +
PRODUCTION FLORIST + PROFESSOR + PROGRAM MANAGER + PRODUCER + PROJECT MANAGER +
TATTOO ARTIST + TECHNICIAN + TEXTILE DESIGNER + TOY DESIGNER + TYPOGR
IST + PAINTER + PAPERMAKER + PERFORMANCE ARTIST + PHOTOGRAPHER + PREPARATOR +
EXECUTIVE DIRECTOR + EXHIBITION DESIGNER + EXPERIENCE DESIGNER + FABRICATOR + FILMMAKER + GALL
BLACKSMITH + BRAND STRATEGIST + CABINET MAKER + CARTOONIST + CEO + CERAMICIST + CITY PLANNER +
COLLECTION AND EXHIBITIONS COORDINATOR + COMMERCIAL PHOTOGRAPHER + COMMUNICATIONS SPECIALIST +
ERY MANAGER + GOLDSMITH + GRAPHIC DESIGNER + ILLUSTRATOR + INNOVATION TECHNOLOGIST + INSTAL

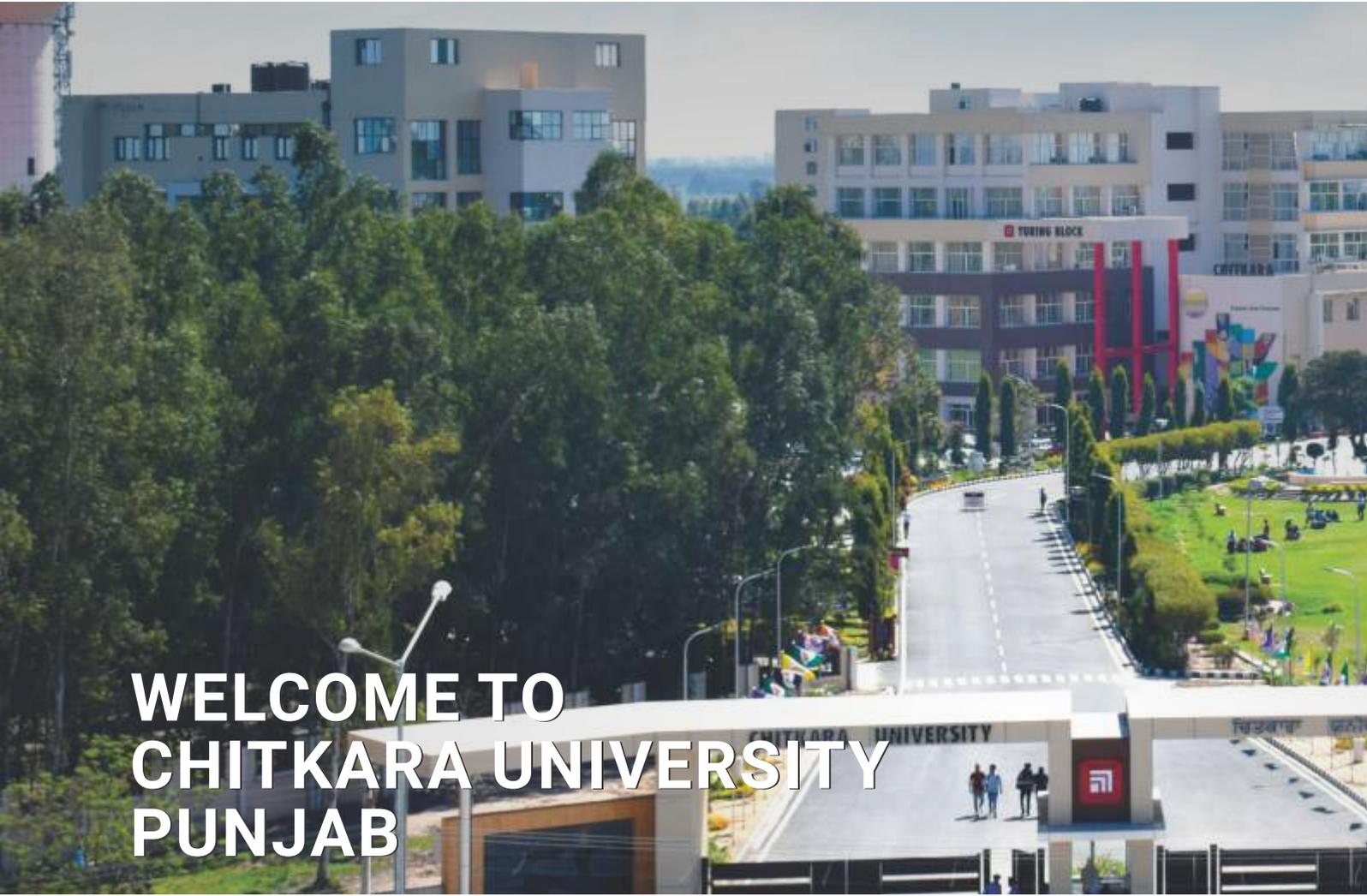
USE YOUR HEAD, HEART, AND HANDS.

idea
novation



CHITKARA
UNIVERSITY





WELCOME TO CHITKARA UNIVERSITY PUNJAB

**ENGINEERING | ARCHITECTURE
ART & DESIGN | BUSINESS
HOSPITALITY | CULINARY | MEDIA | PHARMACY
HEALTH SCIENCES | EDUCATION**



EXPLORE

EXCEPTIONAL FACILITIES,
RESOURCES AND SPACE.

Chitkara Educational Trust established its Punjab campus in the year 2002 on the Chandigarh-Patiala National Highway which is 30km 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 recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act. 1956.





A few things we're proud of

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY THAT WE DIDN'T HAVE ENOUGH SPACE TO COVER THEM ALL. BUT HERE ARE A FEW REASONS WHY WE THINK YOU'LL LOVE US AND BE PROUD TO JOIN US.



STRONG ACADEMIC HERITAGE

Chitkara University has been established by and managed by passionate academicians with the sole mission of making each and every student "Industry ready".

INDUSTRY-LED COURSES



We maintain close links with leading blue-chip companies and professional associations to deliver most of our academic programs, ensure that our courses are relevant, practical and deliver the skills in demand, allowing our graduates to hit the ground running.



TOP 20 RANKING

Chitkara University has been consistently ranked among the top 20 Private Universities of the country.

★★★★★ 5 STARS

All our institutions and academic programs are recognised and approved by UGC and various regulators such as NAAC | AICTE | PCI | COA | NHMCT | INC.

LEARNING BY DOING

Our curriculum is based on the framework of strategic competitiveness, which teaches the concepts of creativity, entrepreneurship, innovation, sustainability, leadership and incisive decision making.



COUNTED AMONG THE BEST

Our programs are consistently ranked among the top 50 in the country.



TOP SKILLS

There is an intensive focus on developing communications skills, team work and leadership for each and every student.

WORLD-CLASS RESEARCH EXCELLENCE



With more than 150 patents and project funding from leading organisations such as DST and HP, our researchers, staff and students work across disciplines to extend the boundaries of knowledge. We are being recognised nationally for pioneering research in Nanotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.



MORE CEOs

Industry leaders from across sectors visit our campus and interacted with our faculty as well as student community to groom them for future leadership roles.

CAMPUS PLACEMENTS

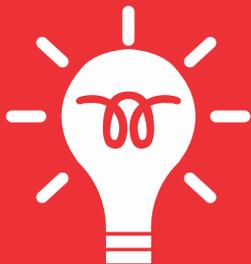


Chitkara University has established an unassailable reputation for strong on-campus recruitments. Our students have gained employment in diverse professional roles and areas across the globe. From managing hotels to discovering new drugs to helping patients in hospital to analysing the stock market, your Chitkara University degree can lead to varied and rewarding career paths.



LEARN FROM THE BEST

You'll work with some of the brightest and most inspiring academics, lecturers and researchers in the world.



LEADING INNOVATION

Chitkara Innovation Incubator helps turn students' business ideas into reality. Student ventures with scalable, commercial potential are given access to high tech, collaborative office space, paired with industry mentors to develop scalable business plans and market testable products and services.



TRAVEL THE WORLD

At Chitkara University, we offer over 170 exchange destinations to consider.



MODERN FACILITIES

Chitkara University has made huge investments in developing student facilities - giving our students access to state-of-the-art labs, design studios, libraries, sporting and social facilities.



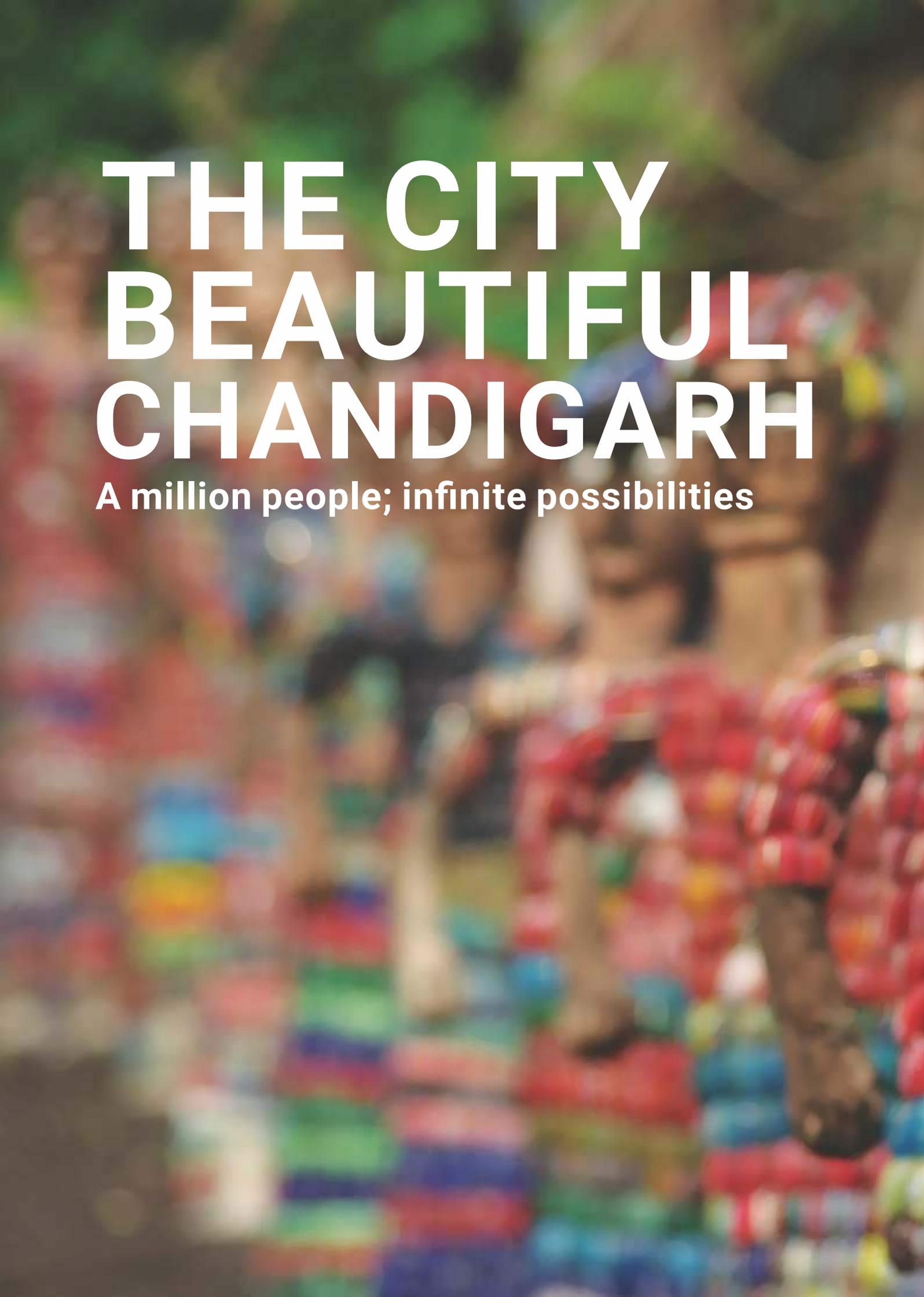
BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh is a city that comes under 'Times 15 Best Asian Spots'.



SAFE & SOUND

We take great pride in looking after our students.



THE CITY BEAUTIFUL CHANDIGARH

A million people; infinite possibilities





**The Global
University**

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 170 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 specialisations. It adds to the international exposure of the students.

SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

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

Chitkara University's approach to Global Education rests on the belief that every student needs broad global knowledge and a global mindset. There are many opportunities to globalise your Education.



YOUR CAMPUS

OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

Overseas study missions bring you right into the heart of multinational organisations around the world, giving you current insights on how they function through site visits. You will also go on a networking journey with prominent industry leaders, opening doors to a world of opportunities.

OVERSEAS INTERNSHIPS

Step into the global marketplace

Experience for yourself how industries and businesses operate, broaden your perspective and apply your skills and knowledge to real-world business operations.

GLOBAL EXPOSURE

Cultivate empathy and the human touch

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

Global Connections



EUROPE

UNITED KINGDOM

- London School of Economics and Political Science (LSE)
- University of Hertfordshire, UK
- University of Birmingham
- University of Nottingham
- Glasgow Caledonian University
- Anglia Ruskin University
- University of Central Lancashire (UCLAN)
- University of West of England, Bristol
- The University College London (UCL)
- Nottingham Trent University
- Heriot-Watt University

NETHERLANDS

- Amsterdam University of Applied Sciences
- Fontys University of Applied Sciences
- The Hague University of Applied Sciences

SPAIN

- University of Alicante
- Fundacio Privada Universitat I Technologia
- Universidad de Jaen
- Universidad Católica San Antonio de Murcia (UCAM)
- Universitat Rovira I Virgili
- Universidad de Huelva

BELGIUM

- Saint-Louis University, Brussels

FRANCE

- École pour l'informatique et les nouvelles technologies-EPITECH
- Lycee Emile Combes, Pons
- The Institut Polytechnique des Sciences Avancées, IPSA
- ESIGELEC – School of Engineering Rouen
- Ecole Pour L' Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institut D' Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- Université Montpellier 2 Sciences et Techniques
- Institut Sup'Biotech de Paris
- ECAM Strasbourg
- France International Graduate Schools (FIGS)
- Institut Supérieur de Gestion (ISG)
- École supérieure des techniques aéronautiques et de construction automobile (ESTACA)
- Ecole Spéciale de Mécanique et d'Electricité (ESME Sudria)
- Sustainable Development Management Institute
- Ecole De Biologie Industrielle
- EPF Ecole d'ingenieurs (Sceaux)
- Université De Technologies De Troyes
- Groupe EDH (EFAP, ICART, EFJ)
- IAE - Pau Beyonne

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 Universität Chemnitz
- Hochschule Emden/LEER

HUNGARY

- Kodolanyi Janos University Of Applied Science

CROATIA

- Algebra University College

SWITZERLAND

- HTMI

CZECH REPUBLIC

- University of Ostrava

FINLAND

- Helsinki Metropolia University of Applied Sciences
- JAMK University of Applied Sciences
- Turku Vocational Institute

PORTUGAL

- Politecnico De Coimbra
- Instituto Superior De Engenharia Do Porto

RUSSIA

- ITMO University

TURKEY

- Abdullah Gul University
- Middle East Technical University
- Istanbul Aytansaray University
- Altinbas University, Turkey

ALBANIA

- University of New York Tirana

BULGARIA

- Varna University of Management

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
- Regents of the University of California, Irvine
- University of La Verne
- The George Washington University
- The University of California San Diego Extension
- The University of California, Berkeley-Extension
- Pennsylvania College Of Optometry
- Texas Southern University
- California State University Monterey Bay
- University of Wisconsin-Parkside
- University of Wisconsin-Milwaukee
- Kent State University, USA
- California State University San Marcos
- Southern Illinois University Edwardsville (SIUE)
- St. Thomas University
- San Ignacio University

MEXICO

- Universidad Autónoma del Estado de Hidalgo (UAEH)
- Benemérita Universidad Autónoma de Puebla
- Universidad Popular Autónoma del Estado de Puebla
- Universidad de Guanajuato

GRENADA

- Saint George's University,

CANADA

- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College
- Vancouver Film School (VFS)
- Lakehead University
- University of British Columbia
- University of Ottawa
- Medicine Hat College
- Trent University
- Red River College
- York University

SOUTH AMERICA

BRAZIL

- PUCRS
- UNICAMP (University of Campinas)
- The Federal University of Lavras
- Federal University of São João del-Rei

PERU

- Universidad San Ignacio de Loyola (USIL)

AUSTRALIA

- Deakin University
- Edith Cowan University
- Flinders University
- Federation University
- Murdoch University
- Griffith University
- James Cook University
- Western Sydney University
- Macquarie University
- Western Sydney University
- University of New Castle

ASIA

JAPAN

- Kindai University
- Gunma University

THAILAND

- Kasetsart University
- Pathumthani University

PHILIPPINES

- Mapúa University
- Tarloc Agricultural University

CHINA

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

TAIWAN

- China Medical University
- Providence University
- National Tsing Hua University (NTHU)
- National Chi Nan University
- National Chung Cheng University

INDONESIA

- Binus Univesity
- Telkom University
- Airlangga University

SOUTH KOREA

- Soongsil University
- Kookmin University
- Korea University (Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Shinhan University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University
- Kwangwoon University
- Seoul National University of Science & Technology (SeoulTech)
- Woosong University

MALAYSIA

- HELP University
- Management & Science University (MSU)
- University of Nottingham, Malaysia
- Heriot-Watt University, Malaysia

DUBAI

- Heriot-Watt University, Dubai
- University of Birmingham, Dubai

AFRICA

SOUTH AFRICA

- Regenesys Business School, Johannesburg



I WILL MAKE LIFELONG CONNECTIONS.



I CHOOSE CREATIVE FREEDOM.



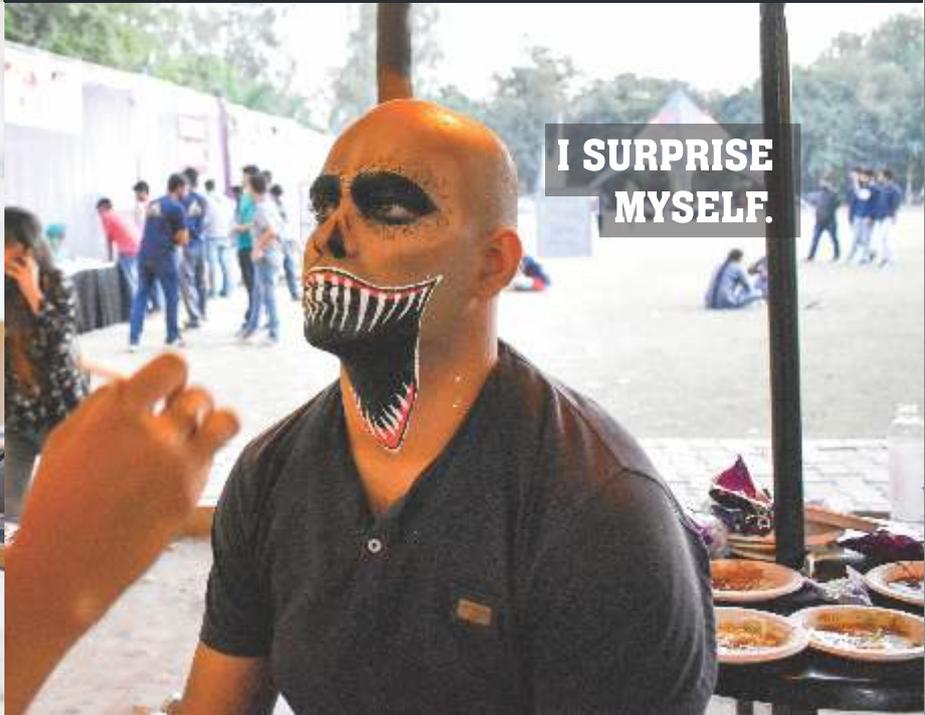
I LIVE ON THE CUTTING EDGE.



BECOME UNSTOPPABLE



I CHALLENGE MY REALITY.



I SURPRISE MYSELF.



**I WILL HEAR MY NAME
IN THE HALLS.**



**I CREATE
IMPACT.**

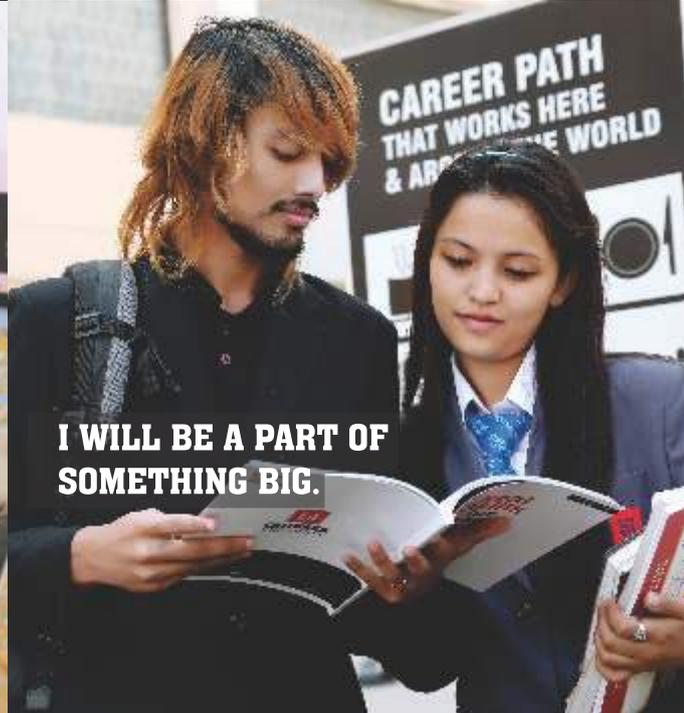
**ARCHITECTURE
INTERIOR DESIGN
MASS COMMUNICATION
PHOTOGRAPHY
ANIMATION
FASHION DESIGN
GAMING
UX/UI
FINE ARTS
VISUAL COMMUNICATION**



**I NEVER
WAIT FOR
THE FUTURE.**



**I WILL BE IN THE
HEART OF THE
INDUSTRY.**



**I WILL BE A PART OF
SOMETHING BIG.**




CHITKARA
UNIVERSITY

**WE ARE
DEGREES
AHEAD...**

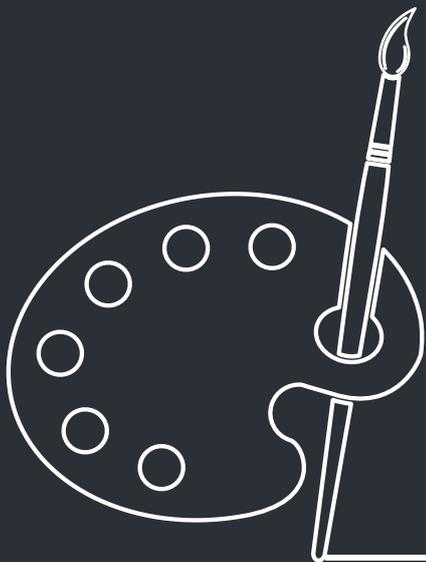
CHOOSE YOUR PATH. **EMBRACE YOUR** POTENTIAL.

CHITKARA SCHOOL OF PLANNING & ARCHITECTURE

- 5-Year B. Architecture
- 4-Year B.Des in Interior Design
- 2-Year M.Des in Interior Design



CHITKARA SCHOOL OF ART & DESIGN



- 3-Year B.Sc | 4-Year B.Des in Animation
- 3-Year B.Sc in Fashion Design
- 4-Year B.Des in Game Design
- 4-Year B.Des in Visual Communication
- 3-Year B.A in Photography & Visual Arts
- 4-Year Bachelor of Fine Arts
- 4-Year B.Des in User Experience (UX/UI)
- 2-Year M.Des in User Experience (UX/UI)
- 2-Year Master of Fine Arts

CHITKARA SCHOOL OF MASS COMMUNICATION

- 3-Year B.A in Journalism & Mass Communication
- 2-Year M.A in Journalism & Mass Communication





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

EXPAND YOUR HORIZON, BROADEN YOUR PERSPECTIVES. GET INSPIRED.

**ARCHITECTURE
INTERIOR DESIGN
MASS COMMUNICATION
PHOTOGRAPHY
ART AND DESIGN
FASHION DESIGN**

With small class sizes and industry-guided, job-relevant curriculum, your Chitkara University degree will give you a definite advantage in today's competitive world. Our professors work with industry professionals to ensure you get the skills and hands-on experience you need to launch a rewarding career.

You will have access to part-time faculty along with world-renowned visiting designers known for their expertise in media, graphic, web and interactive design, branding, architecture, print publication; communication technology and fine arts.

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



EXPECT
TO WORK HARDER THAN YOU'VE
EVER WORKED BEFORE. EXPECT TO BE
PUSHED OUTSIDE OF YOUR COMFORT
ZONE. EXPECT TO DO THINGS YOU
NEVER IMAGINED. FINALLY, EXPECT
**THE UN-
EXPECTED.**





Chitkara University's exceptional faculty in Architecture, Media and Design are invested in your growth - creatively, personally and professionally. The accomplished artists, architects, designers, scholars and educators who teach at Chitkara University are dedicated to the success of their students - in the classroom, in the community and beyond.





CHITRAM

National Level Art Festival

CHITRAM is Chitkara University's Annual Art Festival which is attended by noted artists and sculptors to make our design students understand the contemporary Arts & Design scenario in India and around the world.





India's most iconic artist
Padma Bhushan Award
Recipient Shri **JATIN DAS**
in an exclusive Live
Painting Workshop with
our Design students,
suggesting them to
**“PUT ART IN EVERYTHING
FOR RHYTHM.”**

**INVOLVE.
INFUSE.
INSPIRE.**

UO CAN





FOUNDATION DESIGN PROGRAM

In the first semester of our programs in Architecture, Media and Design, there will be an intensive focus on teaching fundamental skills necessary to see an idea through all stages of design, from ideation to completion. You will learn discipline, focus, persistence and patience while amassing a vocabulary of Design principles crucial to all fields of artistic production. Most importantly, you will learn to express yourself with intention and precision.

The skills you acquire in the foundation program will serve you for the rest of your life, whatever path you choose. Some modules which are covered:

Fundamentals of 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.



BUILD

**A STRONG FOUNDATION
AND DREAM BIG.**



CHITKARA SCHOOL OF PLANNING AND ARCHITECTURE

5-YEAR BACHELOR OF ARCHITECTURE

APPROVED BY COUNCIL OF ARCHITECTURE

Architecture has always been a great field of study for artistically talented and creatively driven individuals.

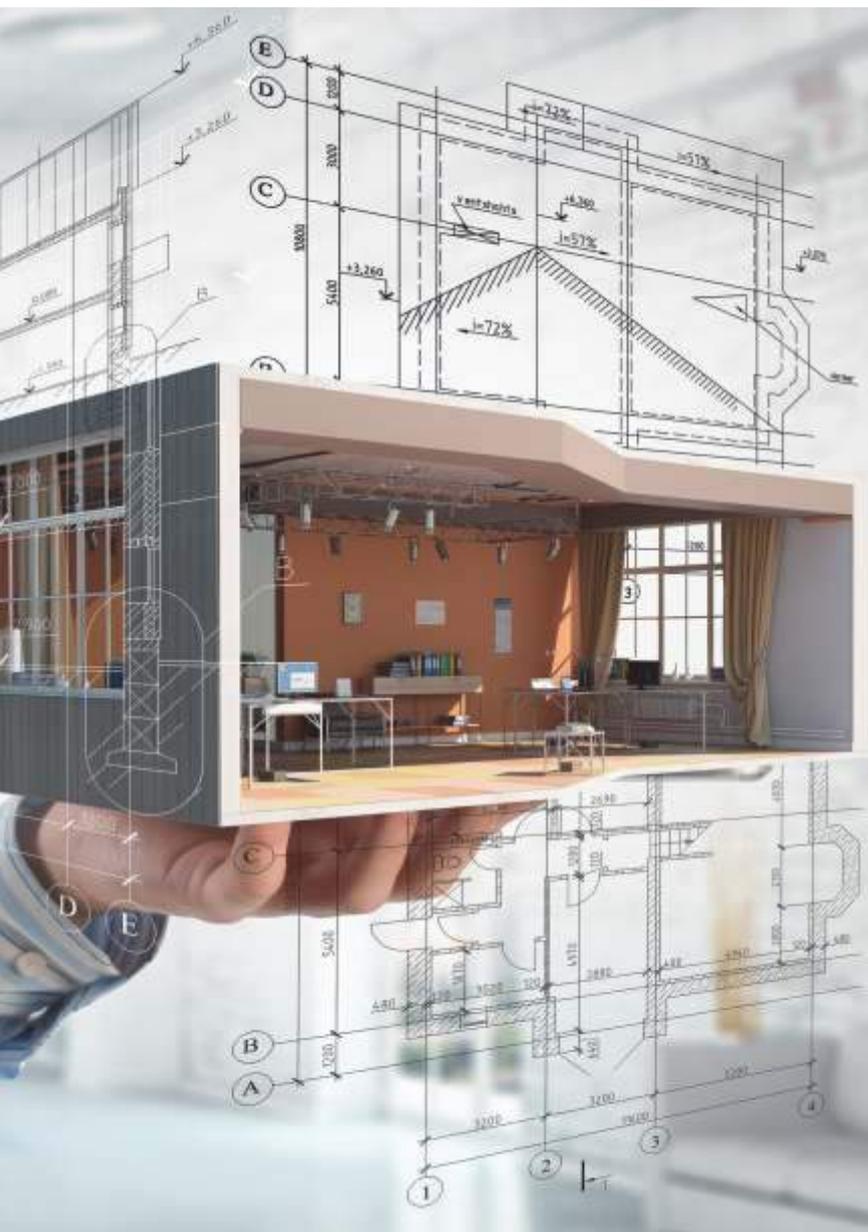
Which is why Chitkara University's 5-Year Architecture program gives priority to a student's creative talents while introducing them to the challenging world of building design and construction. It also prepares them to become bonafide change agents of the future.

Careers in Architecture are attractive, high paying and have a lot of potential in terms of growth. The rigorous Architecture program at Chitkara University prepares you for success by combining practical and theoretical knowledge of all aspects and even includes short stints with elite architecture and design firms.

Our Architecture students develop core skills like critical thinking, research & analysis and an ability to engage in both theory & culture. By the end of the program, our students understand exactly how these forces work together in the built environment. The program covers various facets from the fields of Design, Drawing and Computer Applications, to the principles of Building Construction, Civil Structures, Construction Management and Town Planning. In their final year, students also get an opportunity to "earn-while-you-learn" with reputed architectural offices and construction companies across the world.

Highlights of 5-Year B.Arch

- Expert lectures by eminent academicians and practicing architects.
- Conferences, Seminars, Workshops and Exhibitions for teachers and students on various themes and topics.
- Educational tours involving in-depth study, analysis and documentation of historical sites / precincts.
- Participation in various zonal, national and international forums and competitions to give deep and diverse exposure to our students.
- Undertake extension projects that promote societal sensitivity and community welfare.



CAREER PATHS

- Architect
- Architectural Technologist
- Interior & Spatial Designer
- Building Surveyor
- Higher Education Lecturer
- Landscape Architect
- Planning & Development Surveyor
- Historic Buildings Inspector / Conservation Officer





COMBINE
DESIGN FORMS THAT YOU'RE
PASSIONATE ABOUT.



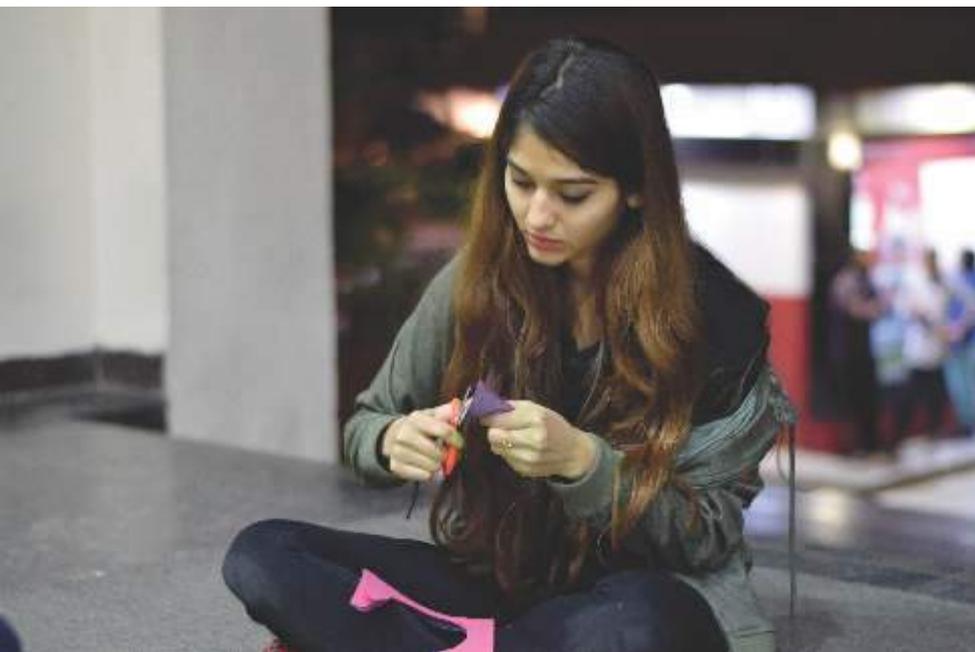
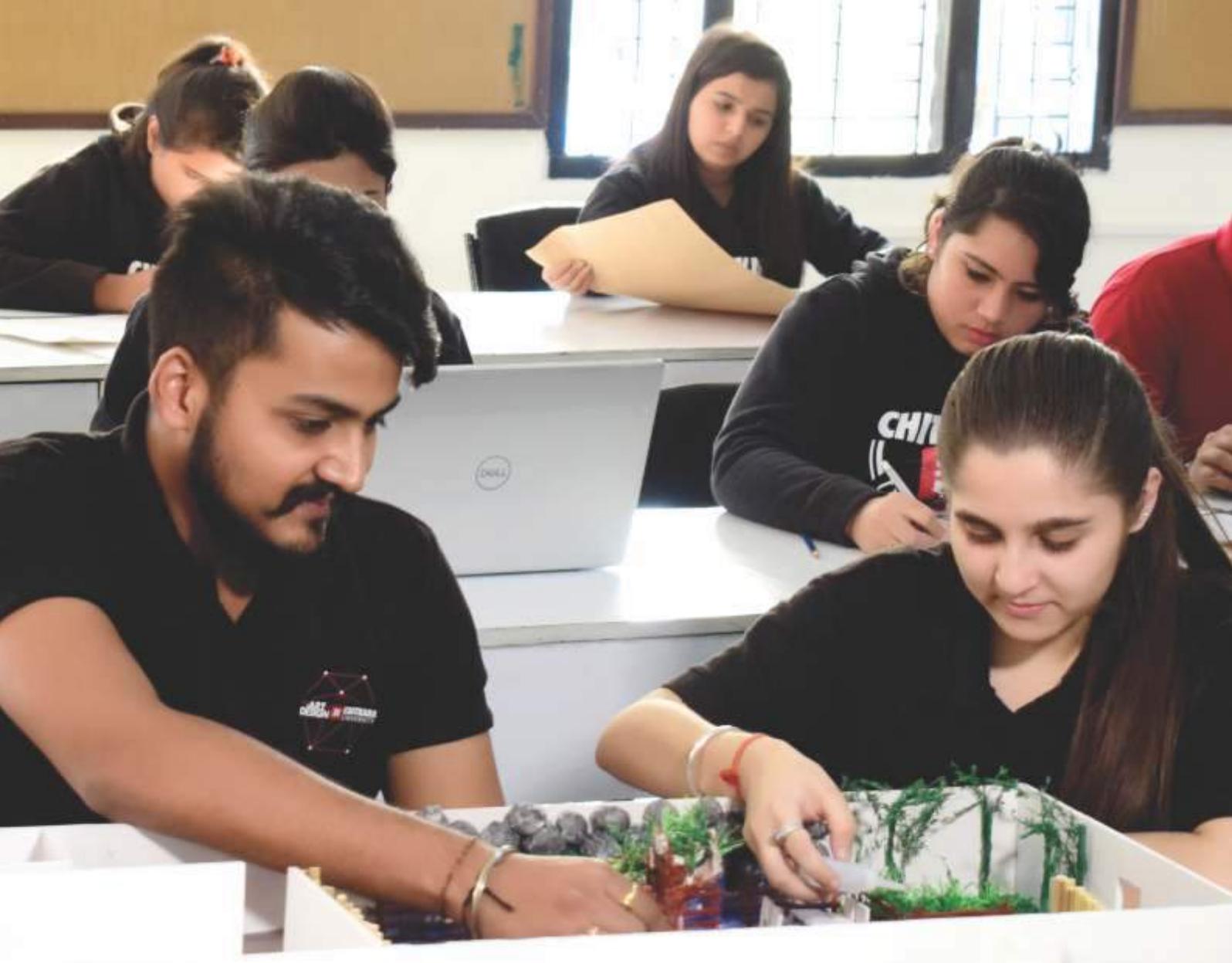
CHITKARA SCHOOL OF PLANNING AND ARCHITECTURE

**4-YEAR B.DES INTERIOR DESIGN
2-YEAR M.DES INTERIOR DESIGN**

The 4-year B.Des / 2-year M.Des programs in Interior Design are geared up to meet expectations of the industry, and 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 & hospitality, health & cultural institutions and residential interiors.

Program Objectives:

- To sensitise 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 the basics of technical, creative, theoretical and management skills for successful creation and execution of interior design projects.
- 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, colour scheme, etc. along with building services.
- To support the development of research, thinking and communication processes to envisage creative and innovative solutions to design problems.



Learning Outcomes

You will graduate with some key skill sets that will include:

Artistic ability - You will develop a sense of style to develop designs that are aesthetically pleasing.

Creativity - A structured imaginative mind in selecting furnishings & fabrics and in creating spaces that serve the client's needs and lifestyle.

Detail Oriented - You will learn precision in measuring interior spaces and creating drawings, so that these drawings can be used by other workers such as Engineers or other designers.

Interpersonal Skills - You will refine your communication skills to deal effectively with clients and others. An acumen will develop to solicit new clients & work, and collaborating with other designers, Engineers, and general Building Contractors on ongoing projects.

Visualisation - Inculcate a strong sense of proportion and visual awareness in order to understand how pieces of a design will get together to create the intended interior environment.



CAREER PATHS

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. Interior designers graduating from the course have a wide ranging creative skill set with clear visual communication abilities.

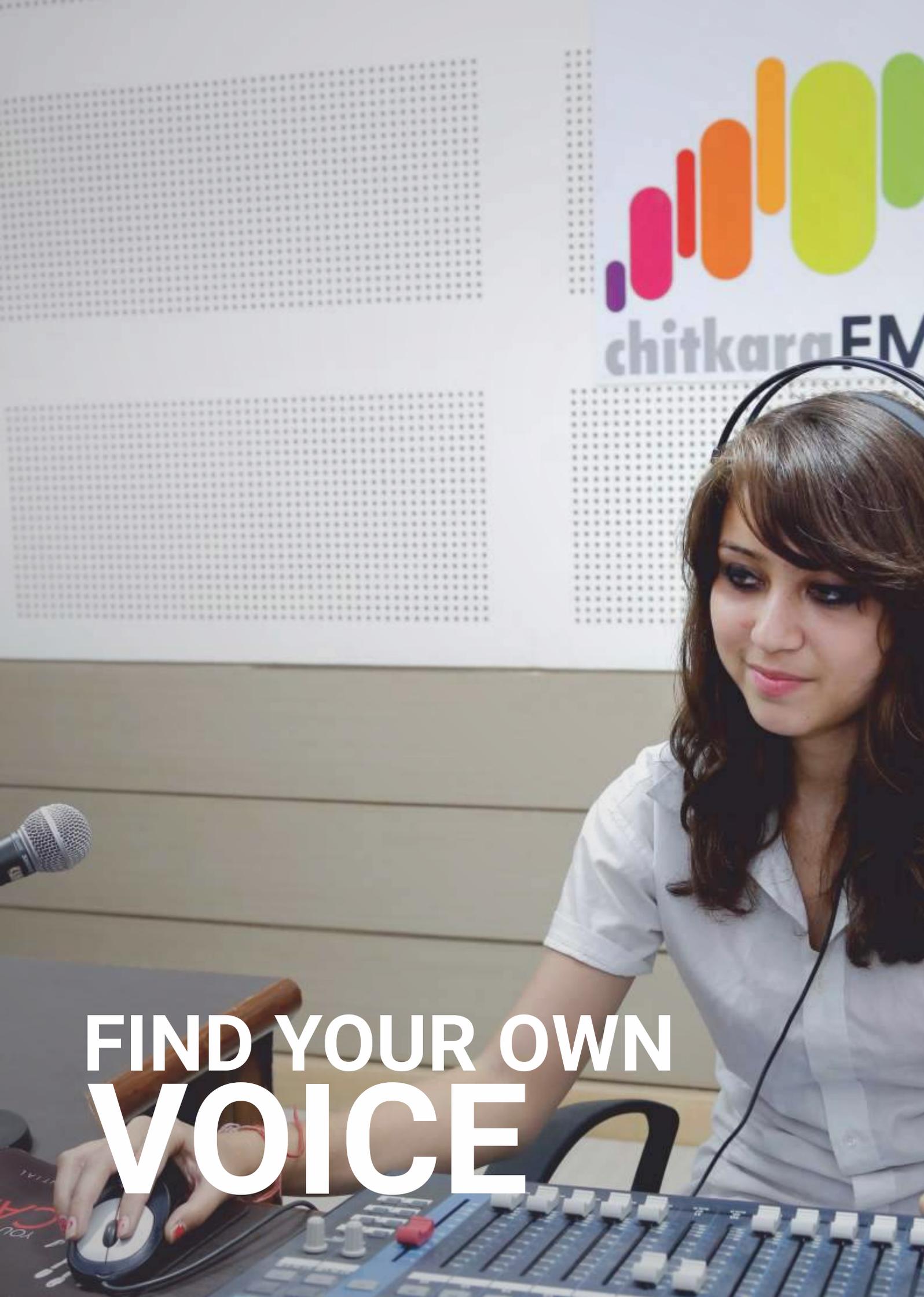
Our programs in Interior Design are highly innovative and job oriented leading to work opportunities in India and abroad in sectors including:

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





FIND YOUR OWN
VOICE





CHITKARA SCHOOL OF MASS COMMUNICATION

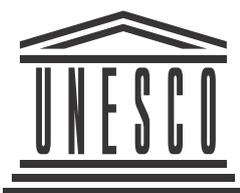
3-YEAR B.A IN JOURNALISM & MASS COMMUNICATION
2-YEAR M.A IN JOURNALISM & MASS COMMUNICATION

**Established in the year 2007,
Chitkara School of Mass
Communication is one of the
premier Journalism Schools in
North India.**

The Indian Media and Entertainment industry is one of the fastest growing industries in the country. Its various segments, Film, Television, Advertising, Print and Digital have witnessed a tremendous growth in the last few years. The industry is highly driven by strong consumption in non-metro and small cities, intense emergence of regional Media and burgeoning new media businesses and formats.

At Chitkara University, all programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The School has built close links with national and regional media companies and boasts of an excellent employment and research record.

The community radio of Chitkara University can be heard on 107.8 MHz FM and is completely managed by our media students. We have our own independent recording and broadcasting facilities which provide an excellent learning platform for students who actually run the radio station.



UNESCO Model Curricula for Journalism Education

The curriculum and program structure for all our academic programs in Journalism have been inspired and adapted from the UNESCO Model Curricula for Journalism education. Through a balanced approach, our academic programs simultaneously develop technical skills and understanding of the artistic, historical and theoretical traditions on which the discipline is built.

Top Campus Recruiters





Career Prospects

Our alumni through the years are currently working in the following profiles:

- **Advertising/Marketing** – Advertising & Promotions Manager, Brand Manager, Copywriter, Marketing Analyst.
- **Business** – Corporate Relations Officer, Communications Trainer, Media Relations Specialist.
- **Media/Broadcasting** – Radio Jockey, Art Director/Producer, Graphic Designer, Presenter, Station Manager.
- **Public Relations** – Media Planner, Publicity Manager, Special Events Coordinator, News Writer.
- **Journalism/Publishing** – Reporter, Editor, Newscaster, Sports Information Director, Media Interviewer.
- **Community Relations** – Health Communications Analyst, Activities Director, Fundraiser, Human Rights Officer, Mediator, Counsellor.

Our Bachelors and Masters programs in Mass Communication focus on all aspects of Journalism such as:

Newspaper & Magazine Print Journalism

The means of delivering news is evolving but the skills required to publish news remain the same. Here, at Chitkara University, the print stream focuses on sound, solid, hard news reporting for newsprint and magazine.

Television & Radio Broadcast Journalism

Through the Broadcast Journalism program, you will master the best techniques of reporting, writing and editing news stories. You will learn television and radio skills, and to shoot and record interviews.

Online & Convergence Multimedia Journalism

More media houses are adding online/web to their print and/or broadcast offerings, and updating them regularly. The “Convergence” program of Multimedia combines print and broadcast into the digital workspace.



CHITKARA
INTERNATIONAL
FILM
FESTIVAL



CHITKARA
UNIVERSITY



CHITKARA
INTERNATIONAL
FILM
FESTIVAL

CHITKARA INTERNATIONAL FILM FESTIVAL is an annual showcase of marquee movies which are especially showcased for our University students. Major film personalities across the industry make a beeline for this popular Film Festival in North India.

FILM
FESTIVAL



UDAAN is our Annual Inter-University Media Festival where Journalism students across Media schools in the country converge to showcase their talent learn from each other.

Some major focus areas for this festival are Mobile Journalism, Documentary Production, Creative Content Writing and New Age Mass Communication.





**CREATE
MEANINGFUL ART.**



CHITKARA SCHOOL OF ART & DESIGN

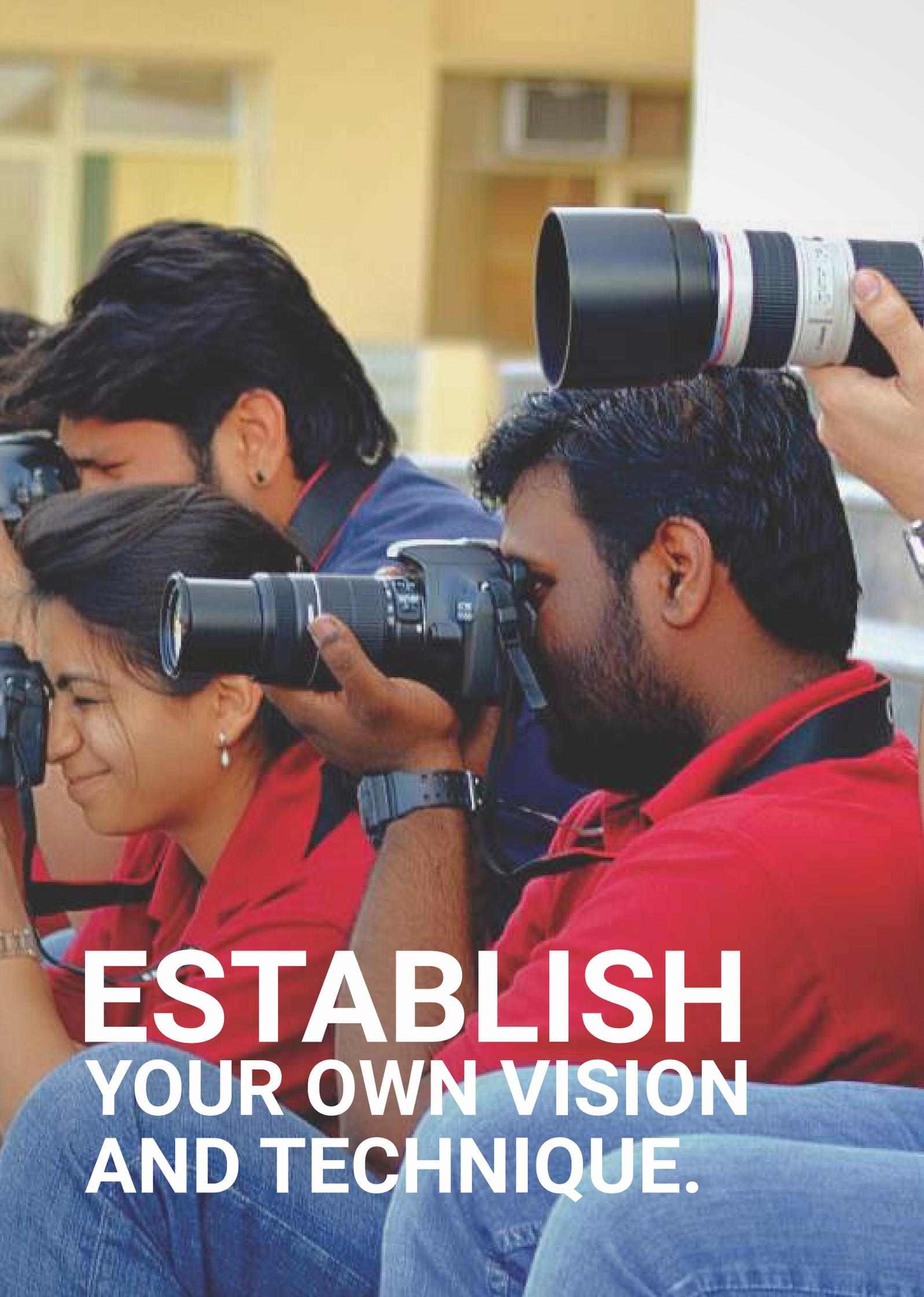
**4-YEAR BACHELOR OF FINE ARTS (BFA)
2-YEAR MASTER OF FINE ARTS (MFA)**

Our programs in Fine Arts have been devised for young minds who have a knack for creativity and want to refine their creative skills and expand their knowledge. As a part of the program, you will learn of classic as well as contemporary creative styles while getting to discover your area of expertise.

The programs will promote the development of artistic skills, expression of creative processes, and give an informed awareness of how art practice intersects with current visual, cultural and societal concerns. You will gain a strong foundation in traditional art forms including Drawing, Painting and Sculpture, with extensive explorations in video, installation, performance, photography and digital imaging.

Some of the basic areas covered in our programs are:

- Illustrating the nature and principal concepts of Design in Commercial Art.
- Studying the relationships between consumer and design by understanding the existing psychology, circumstance and needs of society.
- Interpreting and exemplifying assignments to get the knowledge of visual communication in advertising design, and positive impact of visualisation for creating brand image through different media.
- Focus on Painting, Sculpture, Applied Arts and Print Making.



**ESTABLISH
YOUR OWN VISION
AND TECHNIQUE.**



CHITKARA SCHOOL OF ART & DESIGN

3-YEAR BACHELOR OF ARTS (PHOTOGRAPHY & VISUAL ARTS)

This unique 3-year program aims to train and guide students in all the major disciplines of Photography.

The program has been designed to create a holistic approach to Photography instead of just a technical one and covers basics of Design, Liberal Arts, Advance Photography, Industry Internship and finally putting up a strong portfolio that will be your passport to step into the world of professional Photography.

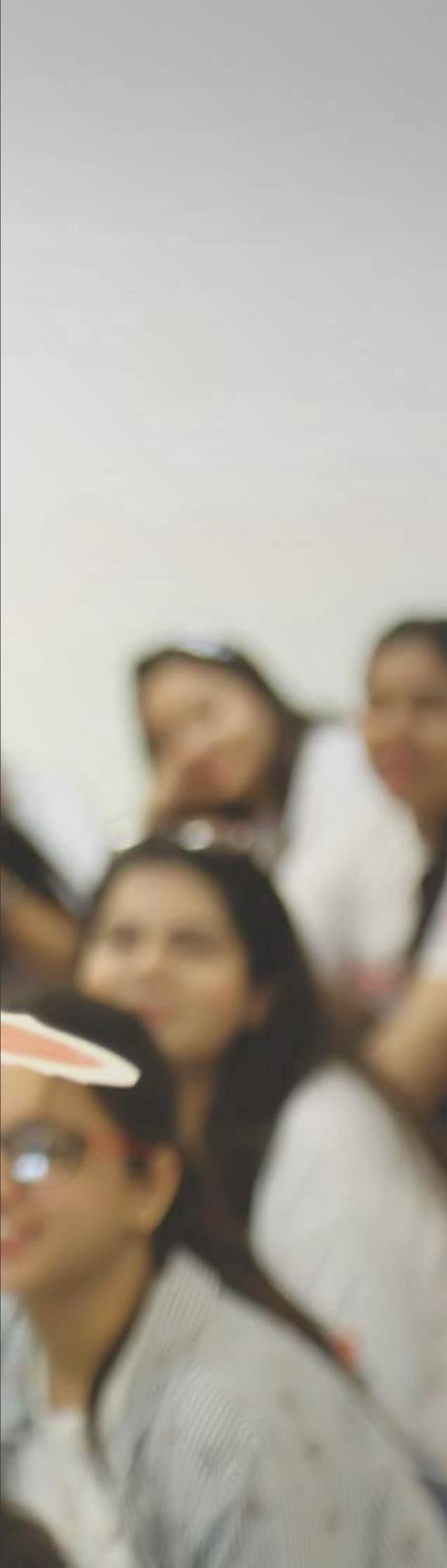
CAREER PATHS

- Press Photographers/photo journalists
- Feature Photographers
- Commercial (industrial) Photographers
- Portrait and Wedding Photographers
- Fashion Photographers



MASTER

THE ART OF VISUAL
COMMUNICATION.



CHITKARA SCHOOL OF ART & DESIGN

4-YEAR B.DES IN VISUAL COMMUNICATION

The 4-year B.Des in Visual Communication 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.

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 Visual Communication 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 a student of this program, you will begin your studies with courses in design, composition, colour 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. Further, small classes ensure personalised attention.



CAREER PATHS

- Corporate Communications
- Environmental Design (the design of signs and sign systems)
- Information Design
- Exhibition Design for trade shows and museums
- Film / 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

BRAND LOGOS DESIGNED BY OUR STUDENTS



Logo design by **JAPNEET KAUR**
for Chandigarh Chapter
Chartered Accountants Association



Logo design by **RITWIKA**
for RESNOVAE



Logo design by **DEEPAKSHI AGGARWAL**
for FOOD LAB



Logo design by **SACHIN SONI**
for a dietary food supplement
Advance Fish Oil Capsules
from Rajasthan



Logo design by **VANI KAPOOR**
for 'Manasvani'
Women's Day celebrations



Logo design by **JAPJEET SINGH**
for 'nVees'
a food supply chain



Logo design by **SACHIN SONI** for
ENVANDLY
Ludhiana



Logo design by **JAPJEET SINGH**
for QUEST Labs



Logo design by **SHIVAM JAIN**
for Waffles & Bottles



Logo design by **MANIK DHIR**
for SHD Construction



Logo design by **MANIK DHIR**
for BIG SCENE
a Production house



Logo design by **NAVDEEP KUMAR VERMA**
for 'HVSU'





**ANIMATE
COMPLEX VISUAL
NARRATIVES.**



CHITKARA SCHOOL OF ART & DESIGN

3-YEAR B.Sc IN ANIMATION

4-YEAR B.DES IN ANIMATION

Our Undergraduate programs in Animation are specialised design programs that will help you to create characters and tell their stories, as well as design, paint, model, texture, animate, light, composite and even edit films.

You would learn the software and concepts that lead to a great graphic design. Alongside, you will 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. This would lead you to the field of Motion Graphics and 2D Animation. Once you develop a sense of storytelling through colours and characters, you will be ready to plunge into a whole 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 skill set and talent is what animation studios of the world look at while hiring.



PROGRAM FOCUS

Artistic Ability – You'll develop a good grasp of basic artistic skills such as colour theory, architecture, character movement, layout, composition and lighting, which form the solid foundation for Animation careers.

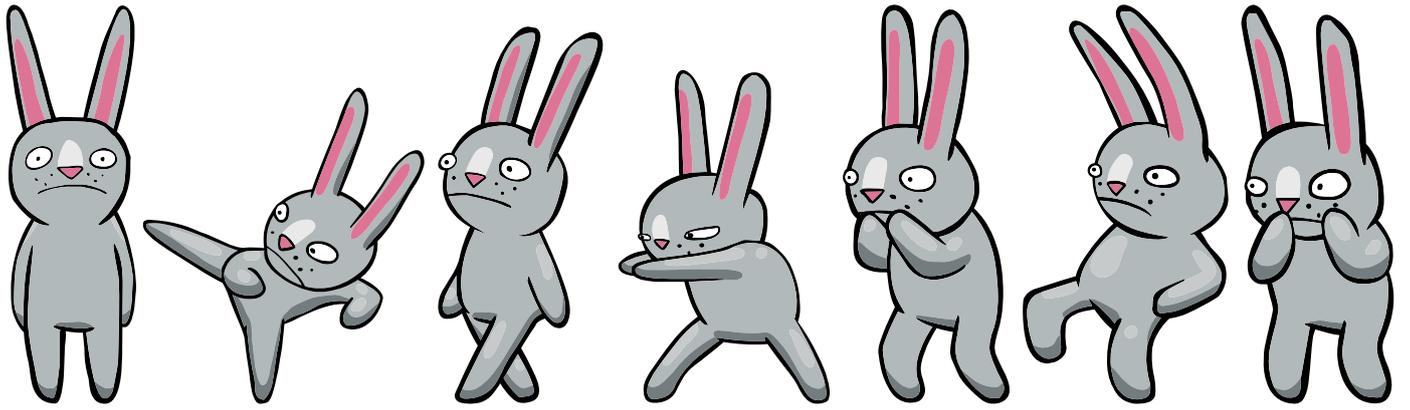
Storytelling Ability – You need to be a good storyteller. This includes having a good sense of timing and pacing, and knowing how to get your characters to express themselves in a believable way.

Technical Skill / Software Knowledge – You'll learn 2D and 3D animation techniques and prepare to apply them using sophisticated, state-of-the-art software such as Autodesk Maya.

Special Effects: From character traits to weather elements such as sleet and wind, you'll create photo grade effects for characters and environments in movies and games.

CAREER PATHS

- Illustrator
- Graphic Designer
- Visualizer
- Video Editor/Cinematographer
- Multimedia Artist
- Digital Artist
- Web Graphic Designer
- Storyboard Artist
- Flash 3D Artist
- Motion Graphics Design
- Game UI Designer
- Project Mapping Artist
- 3D Animator
- VFX Artist
- 3D Texturing & Lightning Artist



CHITKARA
UNIVERSITY



FASHION
YOUR ASPIRATIONS

CHITKARA SCHOOL OF ART & DESIGN

3-YEAR B.Sc IN FASHION DESIGN

3-Year B.Sc in Fashion Design will help you realise your dream: to make beautiful things that make life more beautiful. To capture and reflect the world in a meaningful, unique way. To make people understand your vision. To cut through clutter. To visually persuade, promote and inform.

Chitkara University will help students find their path to careers in fashion and allied design field. Here, high-level creative insight meets hands-on learning, and imagination takes root.

Our innovative Fashion Design curriculum, endorsed by leading fashion designers, sets the pace for rapidly changing industry trends. Taught by studio-savvy, business-experienced designers and artists, you will hone your abilities and sharpen your design sense. You'll master the Arts of research, collaboration, innovation, and experimentation, and thus acquire the skills you need to succeed. Chitkara University real-world education will take you from the classroom to a professional career.

3-Year B.Sc in Fashion Design is an industry endorsed program degree that gives students a solid foundation they need to pursue careers across all facets of the ever growing fashion industry. The degree provides the conceptual knowledge and garment-making skills required to transform creative vision into compelling fashion statements.



welcome

PADMA S

WENDELL R



**CHITKARA
UNIVERSITY**

Ace fashion designer & Padma Shri Award Recipient **WENDELL RODRICKS** talking to our Design students at the inauguration of the Creative Arts & Design Centre "PICASSO"

Our Fashion Design program will incorporate the design, development, and creation of apparel Products. The program encompasses the conceptual aspects of Fashion Illustration and Computer Design along with the skills of Draping, Pattern Making, and Garment Construction. Students can specialise in varied areas such as art, intimate apparel, children's wear, sportswear, and evening wear, along with Accessory Design and Fashion Merchandise.

You'll learn the fundamentals of professional Draping, Pattern Making, and Sewing techniques. You'll master computer-aided design (CAD), and learn how to take a design from concept to a finished product. This singular program guides you to become not only a designer with your own creative vision, but a professional prepared to take his/her place in this challenging industry.

CAREER PATHS

- Fashion Show Organiser
- Apparel Production Manager
- Cutting Assistant
- Fabric Buyer
- Costume Designer
- Entrepreneur
- Fabric Quality Control Manager
- Graphic Designer
- Fashion Consultant
- Outside Sales Representative
- Fashion Coordinator
- Personal Stylist
- Production Pattern Maker
- Technical Designer



In the fashion design program you will have the opportunity to study abroad for a semester or entire year at leading European and Asian Design Schools

Our program keeps evolving along with the fashion itself, but some Chitkara traditions are forever: First, our close ties to the Fashion Industry will let us immerse you in what's happening now in this fast-changing field. And our own brand of Fashion Education will nurture your creativity while providing a rigorous grounding in the practical and technical skills needed for career success, exposing you to the real demands and practices of the Fashion world.

EMPLOYMENT AREAS

- Fashion Media Centres
- Export Houses
- Freelancing (Fashion Houses)
- Garment Manufacturing Units
- Fashion Show Management Agencies
- Garment Store Chains
- Jewellery Houses
- Leather Companies
- Textile Mills
- Educational Institutes





**ENGAGE
YOUR PASSION
FOR GAMING.**



CHITKARA SCHOOL OF ART & DESIGN

4-YEAR B.DES IN GAME DESIGN

The gaming experience stretches across many platforms like 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.

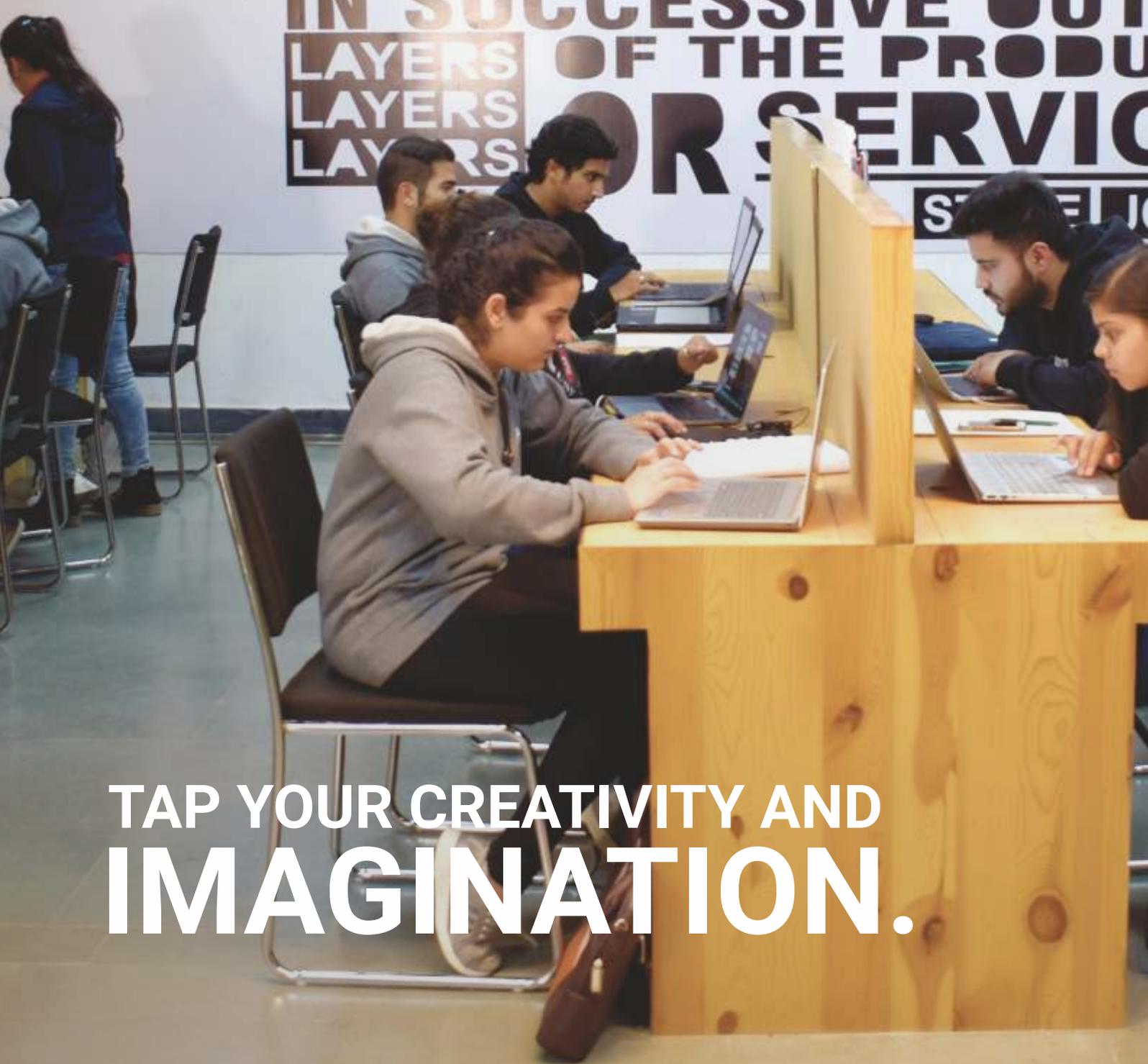
Challenge your mind and learn to hone the skills you need to create clever, compelling games. You'll learn to think up stories and concepts, and you'll play and analyse games to work out what makes them successful. Then, follow game development from concept to publishing, sketching out your own plotlines, 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 PATHS

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
- Animator
- Concept Artist
- 3D Modeler
- Level Designer or Builder
- Producer
- Game Developer
- Character Designer
- Lead Designer

DESIGN IS THE
FUNDAMENTAL
OF A HUMAN-MADE
CREATION THAT ENDS
EXPRESSING ITSELF
IN SUCCESSIVE OUT
LAYERS OF THE PRODUCT
OR SERVICE



TAP YOUR CREATIVITY AND
IMAGINATION.



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CHITKARA SCHOOL OF ART & DESIGN

4-YEAR B.DES IN USER EXPERIENCE
2-YEAR M.DES IN USER EXPERIENCE

Our programs in User Experience (UX/UI) teach how to design digital products that provide relevant user experiences. It is about understanding the needs of the users, creating a product roadmap based on these needs and then implementing the principles of UX Design so that you get easy to use, simple product.

The day-to-day business operations of companies' across the globe have changed with advancement of technology and rapid digitalisation. 'Design' of digital product influences business decisions and that's the primary reason of need of 'UX Designers' in industry. Our programs in User Experience Design have been devised and designed by UX Industry professionals considering the needs of the job market.

The programs includes valuable industry experience through projects, assignments and industry internships. It's taught by the best in-house faculty, accompanied with guest faculty from industry with expertise in UX. The programs offers 100% placement assistance; therefore, students looking for well-paying jobs in numerous fields can opt for these programs.



COLLABORATION WITH

IMAGINXP

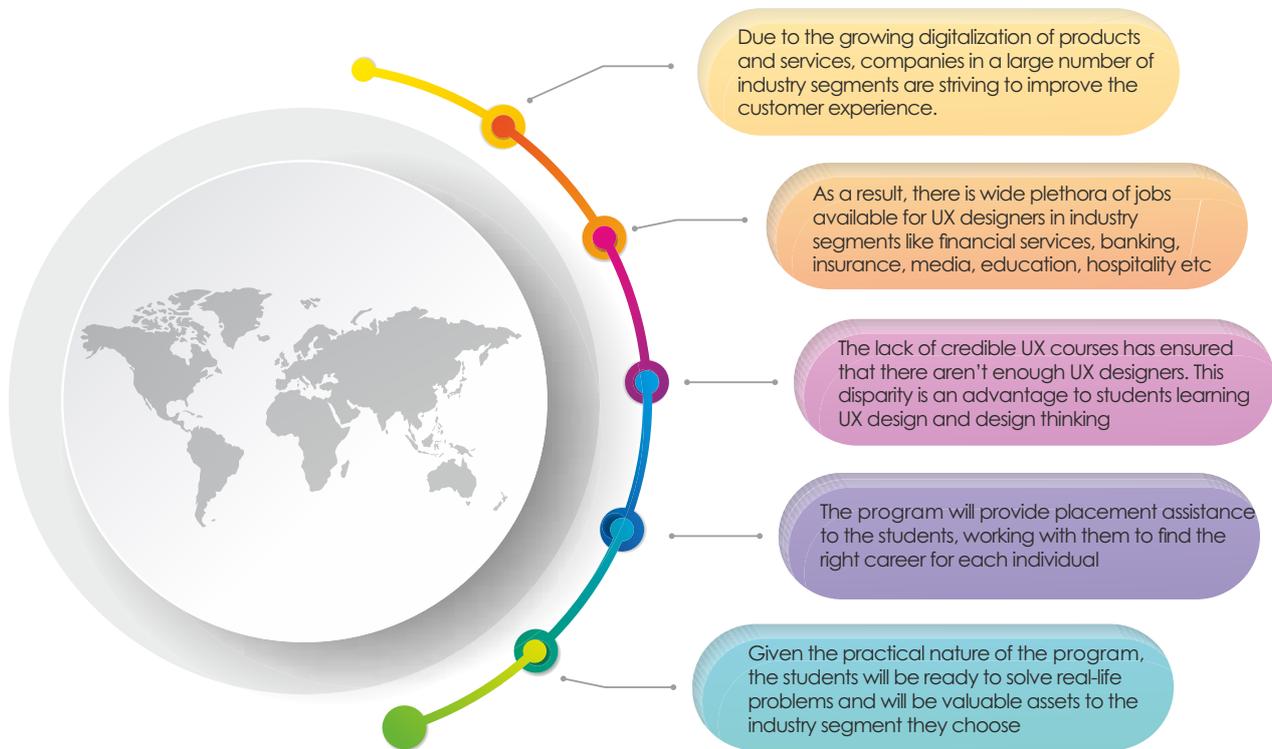
Design Thinking and UX Design



ImaginXP is India's leading UX design and design thinking organisation that has trained and certified 15000+ professionals in this field. With 11+ industry partnered centres across the country, ImaginXP trains leading corporates like nVidia, ITC, KPIT, Toshiba Mitsubishi and more. The courses that run at ImaginXP are approved by leading state governments and the organisation is also the knowledge partner with NASSCOM and Facebook in its initiative of Design4India. With a total of 95+ faculty and collaboration for faculty exchange from leading universities in UX design like CIID - Copenhagen, ImaginXP is bringing quality design thinking and UX design education to India.

WHY UX/UI?

100% placement assistance guaranteed to all students



Some of the companies that hire our UI/UX students



Career Path

- User Researcher
- Interaction Designer
- Design Manager
- Chat UI Designer
- Information Architect
- Information Visualisation
- Usability Analyst
- Voice UI Designer
- Wireframe Expert
- Visual Designer
- Automotive UX Designer
- Haptic UI Designer



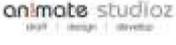
CAMPUS PLACEMENT

At Chitkara University, we provide strategic platform to synergise and facilitate interaction between academia and industry with an idea to provide exposure to our design students, creating opportunities for students' project-based learning like graduation projects, industrial training and live projects.

Students are encouraged to pursue opportunities in areas such as social communication, Service Sectors, Technology Enhanced Learning, Craft Design, Green Design, Universal Design, and Experiential Design.



Some leading corporates where our students have interned or placed:

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Academic Year | 2020

ARCHITECTURE
INTERIOR DESIGN
MASS COMMUNICATION
PHOTOGRAPHY
ANIMATION
FASHION DESIGN
GAMING
UX/UI
FINE ARTS
VISUAL COMMUNICATION

CHITKARA
UNIVERSITY



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

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

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