

BECOME A CREATIVE YOUNG GUN

DESIGN | ARCHITECTURE | MEDIA

CHITKARA
UNIVERSITY



LOOK AT USUAL THINGS WITH UNUSUAL EYES

CHITKARA
UNIVERSITY



“ *Use your Head,
Heart and Hands.* ”



WELCOME TO THE CHITKARA UNIVERSITY

Chitkara Educational Trust established its Punjab campus in the year 2002 on 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. Chitkara University, Punjab, is a multi-discipline student centric campus with more than 20,000 students.



Consistently ranked as
one of the top Universities
in the country



Achieved the overall position
of 301-400 and an impressive
5th position in India



QS World University
Rankings: ASIA



Ranked as one of the
Cleanest Universities
in the country for
'SWACHHATA' ranking



SMALL WORLD

It is the cumulative effect of an elaborate in-campus academic infrastructure; strong national and international collaborations; and a robust on-campus recruitment record-including regular recruitment by blue-chip companies-that the University finds favour with national as well as international students.

At Chitkara University, Education is not only "State-of-the-art" but truly "Straight-from-the-heart". Everything we do shares the same mindset.

In accordance with Chitkara University strategy, we allocate maximum resources for excellence in teaching and learning. Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

The university strives to give its students a rich, holistic experience and the campus is pulsating with action, catering to interests across the spectrum, with something for everyone. We embrace every student joining us with open arms honouring and nurturing their individuality as we steer them towards realising their potential.

INDUSTRY-LED COURSES

We maintain close links with leading blue-chip companies and professional associations to deliver our academic programs accordingly. Strong corporate relationships also have a direct influence on our degree programs and have resulted in our "industry facing" curricula. This ensures that our education is up to date and valued by employers.

GREAT CAMPUS RECRUITMENT

Chitkara University has established an unassailable reputation for strong campus recruitment by sheer virtue of our focus on making our graduates "industry ready".

START ME UP

The possibility to combine business and technology in their studies gives our students unique opportunities to build their future careers, be it through top-class companies or capitalising on their own innovations in order to create new businesses.

Chitkara University is your launch pad.





NAAC

NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL



CHITKARA



CHITKARA UNIVERSITY IS **NAAC A+** ACCREDITED

Chitkara University has been accredited with the coveted A+ grade by National Assessment and Accreditation Council (NAAC) which now firmly positions us among the top 5% Higher Education Institutions of the country. This bears testimony to our unique blend of distinguished faculty, brilliant and intellectual students, world class research labs coupled with proactive industry collaborations.

With its brand of academic excellence and innovation, Chitkara University provides groundbreaking education and ensures you have access to vast recruitment opportunities with top companies.



ANIMATION

Create your own world of
“happily ever afters”



FASHION DESIGN

People will stare,
make it worth their while



COMMUNICATION DESIGN

Connect with design
that people can't ignore



FINE ARTS

Create masterpieces that live on





ARCHITECTURE INTERIOR DESIGN

Create art for people to live in



PRODUCT DESIGN

Create products that meet people's needs



MASS COMMUNICATION

In the world of fakes,
create authentic



USER EXPERIENCE (UX/UI)

Design codes to create
magical experiences



DESIGN



ARCHITECTURE



MEDIA



- 4-Year B.Des in
 - Animation
 - Communication Design
 - Fashion Design
 - User Experience (UX/UI)
 - Product Design
- 2-Year M.Des in User Experience
- 4-Year BFA | 2-Year MFA



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



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

WINGS OF IMAGINATION

“

*You can waste your life
doubting and drawing
limiting lines or you can
live your life here crossing
them to explore beyond
✈️ the horizon. ➡️✈️*

”





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 best insights, skills and hands-on experience you need to launch a rewarding career.

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

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



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

CHITKARA
UNIVERSITY



**THE UNPARALLELED
PEDIGREE OF**

FACULTY



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

Their focus is to inspire, enable and empower creative young minds to think outside the box, explore fearlessly, dream and step outside of your comfort zone to help you evolve into a better version of what you are today.





Distinguished celebrities and Industry stalwarts from across the disciplines regularly visit our campus to mentor our students.







Explore a vibrant tapestry of creativity

at Chitkara University through exhilarating design festivals, art exhibitions, filmmaking workshops, conclaves & competitions, fashion shows, gaming tournaments, film screenings and workshops galore. Unleash your creative genius here!







Our programs in Design, Architecture & Media boast of strong collaboration with blue-chip multinationals and leading academic institutions which supports our intensive focus on getting each and every student industry ready.





Some of the major campus recruiters for our graduates



Lakme Fashion Week

MAKE CONNECTIONS THAT BUILD CAREERS

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 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. Our students from Design, Architecture and Media have job offers before they even graduate. Employers want the hands-on experience that our graduates receive through internships, varied design projects and network of company-sponsored research.

Some of the major campus recruiters for our graduates are:

ABSOLUTE

ABSTRACT DIGITAL WORLD

ANIMATE STUDIOZ

APP KNIT

BAJAJ FINSERV

BBS

BUY HATKE

CHRP

COSMOS MAYA

CREATIVE DONKY

DCM SHRIRAM

DG GAMI TRONICS

DIGI TOONZ

EBSOO

EDUREV

EEKSAURUS

EIGHTY EIGHTY PICTURES

FICO

GOPAYMENTS

GREEN GOLD

HAMMERPLAY

HEU TECHNOLOGIES

HEXAWARE TECHNOLOGY

HFR&D

HIGHSKY

HINDUSTAN TIMES

HOLYCOW

IKS HEALTH

INDEXNINE TECHNOLOGY

INDIA TODAY GROUP

JAGRAN MEDIA

KEKA

KONY

LAKSHYA

LAWNICS

MALLARD

MOONFROG

MOONRAFT

MUST PLAY

NDTV

NEWGEN SOFTWARE

NETSOLUTIONS

NEXT WAVE MULTIMEDIA

NOVOLNVENT

OUTLOOK MEDIA

PERPECTICO AI

PK ONLINE

PVR CINEMAS

RADIO MIRCHI

RED ALKEMI

RED FM

RELIANCE ENTERTAINMENT

RESONANCE

RESONANCE DIGITAL

ROBOSOFT

ROCKSALT INTERACTIVE

SIATECH

SMD

SONY ENTERTAINMENT

SOURCE FUSE

STELLARSHELL

SUPREME

TATA TECHNOLOGIES

TECH MAHINDRA

TEKION

THENCE

THE TRIBUNE

TIMES OF INDIA

TREZI

UNIKWAN INNOVATIONS

UNREAL ENGINE

VERBINDEN COMMUNICATIONS

VOTO

WHITE HILL STUDIOS

ZEISS



**4-YEAR BACHELOR OF DESIGN (B.DES)
2-YEAR MASTER OF DESIGN (M.DES)**

USER EXPERIENCE

Create evocative interactions between technology and humans. Learn how to develop and map a user's journey with our B.Des and M.Des in User Experience.

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.

Our programs in User Experience (UX/UI) teach you 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 products.

Chitkara Design School's UX/UI program is a blend of the interdisciplinary approaches needed with a focus on design desirability, technological feasibility and business viability.

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



CHITKARA
DESIGN
SCHOOL

USER EXPERIENCE (UX/UI)



SOME KEY COMPONENTS OF THE PROGRAM ARE:

The program will equip the students with all the technical skills and digital insights that are integral to designing user-friendly products, services and processes. You will gain a thorough understanding of the various design principles that come together to create user's experience when using a product or service and innovate by problem-finding through design research.

- Understanding the fundamentals and principles of UX/UI Design.
- Knowledge of tools and process used in UX/UI Design, with a mix of classroom assignments, projects, field work, industry projects, internships and shadow learning.
- Skill set required in "real-life" design problems through visual design tools and introduction to 6D.
- Quizzes, classroom assignments, field work etc. with "real-life" scenarios. Students are encouraged to come up with efficient solutions.
- Hands-on learning with the process of research, testing, development, content and prototyping to test for quality results.

INDUSTRY-ALIGNED CURRICULUM AND EMERGING TRENDS

Our curriculum is designed to provide you with hands-on experience and knowledge of cutting-edge tools and methodologies. The program places a strong emphasis on understanding the user's evolving needs and behaviours in the context of emerging technologies, ensuring that you are well-equipped to address the challenges and opportunities presented by the ever-changing digital landscape. With a focus on staying ahead of the curve, our curriculum prepares you not only for current job opportunities but also for the future of UX/UI design.

CAREER PATHS

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



GLIMPSE OF COMPANIES THAT HIRED OUR UX/UI STUDENTS



4-YEAR BACHELOR OF DESIGN

PRODUCT DESIGN

B.Des in Product Design at Chitkara University is more relevant today than ever, as there is a burgeoning demand for professionals with the qualifications and skills it offers.

This meticulously crafted 4-year program offers an immersive journey into the world of design, where students are empowered to excel in the dynamic realm of product innovation. This specialised program offers a comprehensive approach to design, equipping students with the skills and knowledge necessary to create innovative and impactful products that shape the future.

In a world where innovation and user-centric design are paramount, graduates of this program are assets to industries seeking to create products that not only meet consumer needs but also stand out in the market. Their ability to blend creativity, sustainability, and technological acumen positions them as key players in shaping the future of product design and meeting the evolving demands of a dynamic and competitive global market.

Through our B.Des in Product Design program, students collaborate with industry experts, participate in design competitions, and undertake real-world projects, gaining practical insights into the industry. Emphasising experiential learning and interdisciplinary collaboration, the program fosters a culture of innovation, nurturing creativity, critical thinking, and problem-solving abilities. Graduates are prepared to contribute immediately to the field, translating concepts into market-ready products and offering fresh, innovative solutions to industry challenges.

The program's strong focus on practical application and industry collaboration ensures that graduates possess a holistic understanding of market trends and consumer preferences, enabling them to conceptualise and deliver products that resonate with global audiences.



PRODUCT DESIGN



FOCUS AREAS

Product Design is a multifaceted discipline that delves into a wide array of design challenges. Within the program, you will explore and master various focus areas, including:

- **User-Centred Design:** You learn to create products that seamlessly fit into people's lives, making them more efficient, enjoyable, and user-friendly.
- **Materials and Manufacturing Processes:** Understanding the intricacies of materials and manufacturing techniques is crucial for creating functional and sustainable products. Students gain expertise in selecting the right materials and processes to bring their designs to life.
- **Sustainability:** You will learn to design products with minimal environmental impact, ensuring a more responsible and ethical approach to design.
- **Emerging Technologies:** The program introduces you to emerging technologies like IoT, AI, and 3D printing, enabling them to create cutting-edge, tech-enhanced products.
- **Form, Function, and Aesthetics:** You are encouraged to create products that are not only functional but also visually appealing and emotionally engaging.

CAREER PATHS

Graduates of the B.Des in Product Design program are well-prepared to explore a diverse range of career opportunities within the design industry. Potential career paths include:

- Industrial and Product Design
- User Experience (UX) & User Interface (UI) Design
- Sustainable Design
- Furniture and Interior Design
- Transportation Design
- Medical and Healthcare Product Design
- Consumer Electronics Design
- Packaging Design
- Design Research and Consulting
- Entrepreneurship in Product Innovation





4-YEAR BACHELOR OF DESIGN

FASHION DESIGN

4-Year B.Des in Fashion Design will enable you to realise your dream and make the world around you a beautiful place to live in. This stream empowers you to visually persuade, promote, inform and cut through clutter.

Chitkara University will help students find their path to careers in fashion and allied design fields. 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, industry-experienced designers and artists, you will hone your abilities and sharpen your design sense. You'll master the art of research, collaboration, innovation and experimentation and thus acquire the skills you need to succeed. Chitkara University's real-world education will take you from the classroom to a professional career.

4-Year B.Des in Fashion Design is an industry endorsed program that gives students the 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.



FASHION DESIGN



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 fashion itself, but some Chitkara University traditions are forever. First, our close ties with 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

This contemporary industry-oriented program equips students with creativity, strategic design approach, technical, practical and digital skills, enabling them to become future ready. With micro interventions the program helps students become aware about technological advancements (application of Augmented & Virtual Reality, Automation, AI and Machine Learning), sustainability, ethical practices and inclusivity.

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



“
*Fashion
your aspirations*
”



Students of Fashion Design showcased their creative skills at Emerge, a spectacular Fashion Show, sponsored by Colorbar Cosmetics



CHITKARA
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CHITKARA
DESIGN
SCHOOL

A grayscale background image of a person standing in a studio or workshop, looking at a wall. The person is wearing a dark shirt and jeans. The room has various items on shelves and walls, including what looks like a poster or drawing. A large red semi-transparent rectangle covers the right side of the image, containing the text.

4-YEAR BACHELOR OF DESIGN

ANIMATION

Start an exciting career in the rapidly growing Animation Industry. Our Undergraduate program in Animation is structured to help students bring characters to life. As characters are at the heart of every game, video and marketing campaign. The program provides you with the skills needed to meet the standards of the demanding international animation industry.

The 4-year program provides you with the vital skills to meet the standards of the demanding national as well as international animation industry. The course is a perfect blend of modern and traditional techniques. You will be able to improve your multi-media know-how into valued and sought after skills in the job market.

From story boarding to industry-standard technologies, drawing and animation skills along with an in-depth knowledge of film making, you will practice applying theories of motion, timing, storytelling and digital technology to produce high quality animations and designs. Furthermore, our industry-aligned curriculum incorporates cutting-edge software training and practical experience, ensuring graduates are equipped with industry-relevant expertise and a competitive edge in the evolving animation landscape.

ANIMATION



PROGRAM FOCUS

Artistic Ability: You will 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 will 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 will create photo grade effects for characters and environment 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 Designer
- Game UI Designer
- Project Mapping Artist
- 3D Animator
- VFX Artist
- 3D Texturing & Lighting Artist



TOP CAMPUS RECRUITERS FOR OUR ANIMATION GRADUATES





4-YEAR BACHELOR OF DESIGN

COMMUNICATION DESIGN

The 4-year B.Des in Communication Design is a specialised program in Design, where the student can specialise in Graphic Design and Advertising enabling them to acquire the skills and techniques necessary to pursue a fulfilling career in the various areas of the Advertising, Print and Graphic Design industry.

Communication Design 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 Communication Design 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.

While honing your artistic abilities, you will gain knowledge about colour, composition, art history and figurative expressions. With its focus on experiential learning and critical thinking, the Communication Design program at CDS is an excellent launching point for more advanced creative pursuits. You will communicate and create products that motivate, entertain, engage and educate people.

COMMUNICATION DESIGN



In our increasingly visual world, we need to present ideas in an expressive & engaging context to attract audiences to our products, brands or causes. The Communication Design Program at Chitkara Design School offers you the opportunity to develop a well-rounded skill set applicable to a broad range of visual arts disciplines.

The program will help you stimulate your creative practise with a solid understanding of Communication Design strategies along with the history and theory of Communication Design. The course is taught in an interdisciplinary environment and situates creative practice in a global context. Working across graphic design, illustration, film-making and photography you'll learn to create impactful visual content with the power to inspire action and shift mindsets.






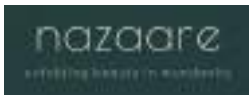







You'll develop a holistic understanding of creativity and the design process while mastering the managerial insights and leadership strategies needed to deliver effective business-focused outcomes.

CAREER PATHS

- Corporate Communication
- Environmental Graphics
- Information Design
- Space and Sound Design
- Film-making & Advertising
- Film/Television Graphics
- Branding & Packaging
- Book Publishing/Magazine Design
- Product Graphics
- Type Design
- Design Entrepreneurs
- User Interface Design
- Motion Graphics



TOP CAMPUS RECRUITERS FOR OUR COMMUNICATION DESIGN GRADUATES

The background is a black and white photograph of an art studio. On the right, a person is seen in profile, working on a canvas mounted on an easel. In the foreground, several jars of paint are visible on a table. A large, semi-transparent red rectangle covers the left and center portions of the image, serving as a backdrop for the text.

**4-YEAR BACHELOR OF FINE ARTS
2-YEAR MASTER OF FINE ARTS**

FINE ARTS

Our programs in Fine Arts are tailored for aspiring artists seeking to hone their creative prowess & broaden their artistic horizons. These programs foster a deep understanding of both traditional & contemporary art forms, nurturing your individual artistic vision and creative expression.

You will delve into various creative techniques and mediums, cultivating a profound appreciation for the intersection of art with contemporary societal and cultural landscapes. Emphasising technical skills and critical thinking, our programs encourage pushing creative boundaries and embracing a diverse range of artistic practices.

Our programs prioritise a comprehensive grasp of visual language, offering a strong foundation in core disciplines like Drawing, Painting, and Sculpture, alongside explorations in experimental mediums such as video, installation, performance, photography, and digital imaging.

Some of the basic areas covered in our programs are:

- Exploring Design in Commercial Art, nurturing a keen awareness of its impact on consumer psyche and societal dynamics.
- Interpreting assignments to grasp the nuances of visual communication in advertising design, emphasising the role of visualisation in crafting powerful brand images across a wide range of media platforms.
- Providing focused training in Painting, Sculpture, Applied Arts, and Printmaking.



CHITKARA
DESIGN
SCHOOL

FINE ARTS



The Chitkara Design School Fine Arts programs encourage participation in global art exhibitions and workshops, fostering exposure to diverse artistic perspectives and practices.

We blend traditional artistic principles with contemporary trends, nurturing a dynamic learning environment where artistic innovation thrives boundlessly.

EMPLOYMENT AREAS

Art Galleries | Advertising Agencies | Educational Institutions | Design Studios | Museums | Media Houses | Film Industry | Publishing Houses | Freelance Work | Cultural Organisations | Public & Private Art Institutions | Art Consultancies

CAREER PATHS

- Visual & Multimedia Artist
- Creative Director
- Art Director
- Graphic Designer
- Illustrator
- Art Therapist
- Art Educator
- Gallery Curator
- Set & Exhibition Designer





5-YEAR BACHELOR OF ARCHITECTURE

ARCHITECTURE

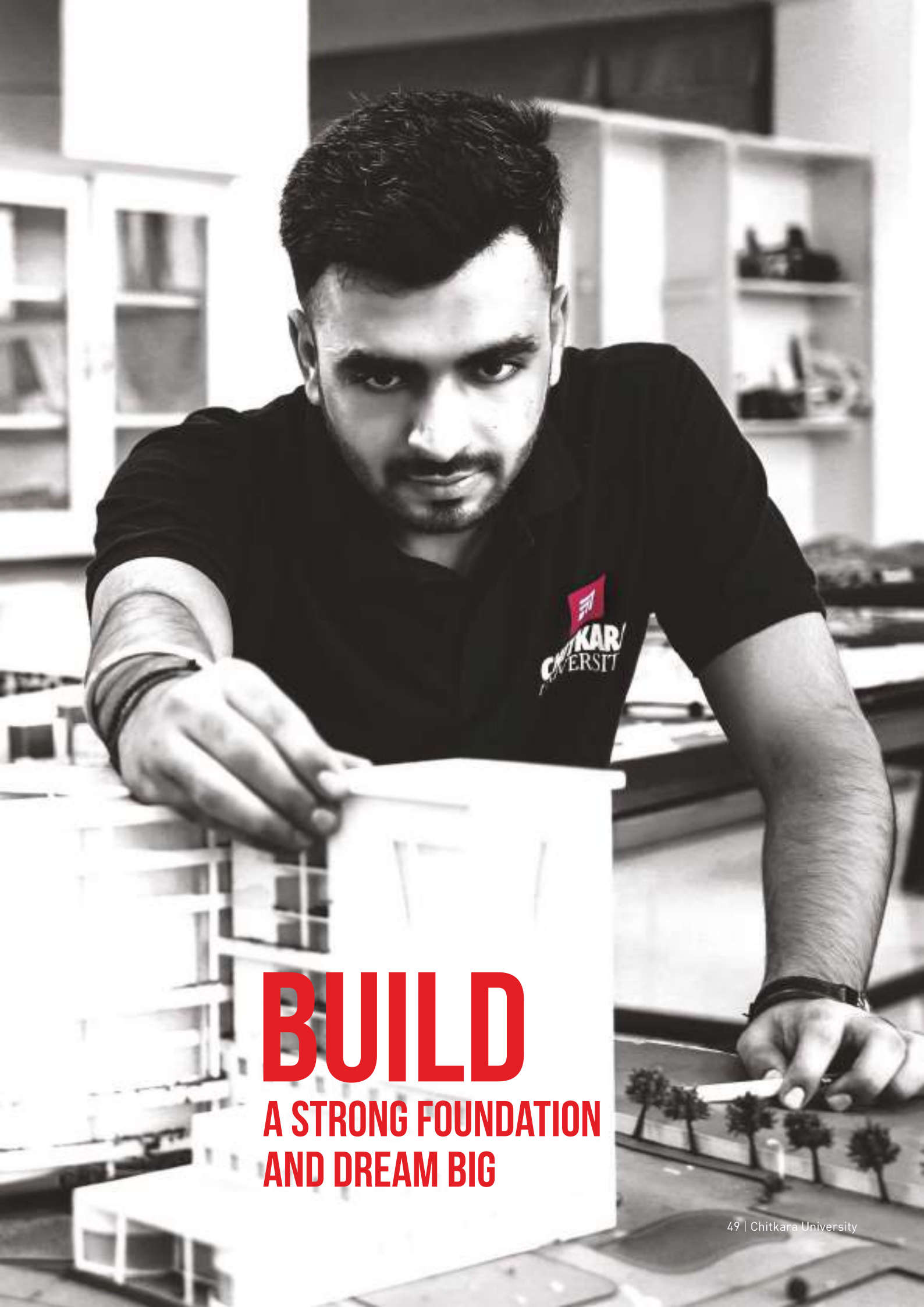
APPROVED BY COUNCIL OF ARCHITECTURE

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

Chitkara University's 5-Year Architecture program, approved by Council of Architecture (CoA), 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.

The Bachelor of Architecture program includes an eclectic mix of courses that range from history, design and drawing to principles of building construction, civil structures, construction management and town planning. You'll work on experimental, cutting-edge projects in disciplines including digital design and fabrication, advanced architectural technology and environmental urbanism. 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.



BUILD

**A STRONG FOUNDATION
AND DREAM BIG**

ARCHITECTURE



HIGHLIGHTS OF 5-YEAR B.ARCH

- Preparing industry-ready professionals for top Architecture firms, builders and for start-up practice
- On-site practical training to put theory into practice
- Field visits and National / International Educational Tours
- High-end labs including building materials lab
- Hi-tech computer labs with latest architecture & designing softwares like GeoMedia Professional, MAP 3D, AutoCAD, InDesign and REVIT SketchUp etc.

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

**4-YEAR BACHELOR OF DESIGN
2-YEAR MASTER OF DESIGN**

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 Designers 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.

INTERIOR DESIGN



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: You will enhance your creative abilities and will be encouraged to be imaginative with colours and designs which will help you creating spaces that serve the client's needs and style.

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 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 collaborate 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.

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





CHITKARA
SCHOOL OF
MASS COMMUNICATION

4-YEAR B.A. | 2-YEAR M.A. in

JOURNALISM & MASS COMMUNICATION

Chitkara School of Mass Communication was established in 2007 and is among the premier Journalism Schools in North India.

The Indian Media and Entertainment industry is one of the fastest evolving industries in the country. Its various segments including 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.

Media programs at Chitkara University 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.



FIND YOUR OWN
VOICE

chitkaraFM107.8





CHITKARA
SCHOOL OF
MASS COMMUNICATION



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 has been evolving but the skills required to publish news remain the same. At Chitkara University, the print stream focuses on sound and 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

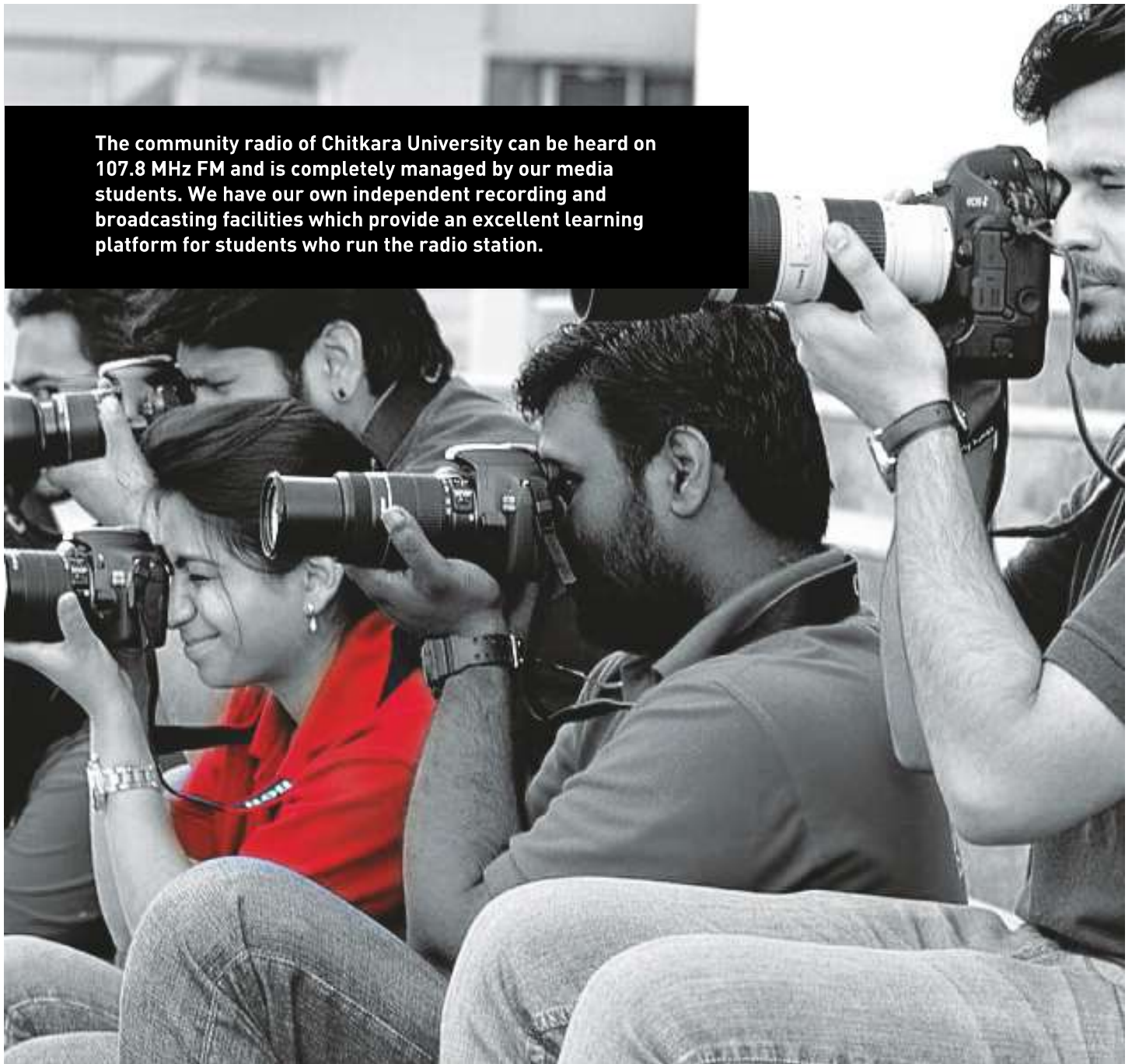
More media houses are adding online/web to their print and/or broadcast offerings, and updating them regularly. The "Convergence" program of Multimedia combines print and broadcast into the digital workspace.

CAREER PROSPECTS

Our alumni 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.

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 run the radio station.



GLIMPSE OF COMPANIES THAT HIRED OUR MASS COMMUNICATION STUDENTS



Our annual Inter-University Media Festival, UDAAN, brings together journalism students from across the country to demonstrate their skills and learn from each other.

Mobile Journalism, Documentary Production, Creative Content Writing and New Age Mass Communication are some of the festival's key focal areas.



*Explore
Your
Potential*



ANIMATION
ARCHITECTURE
COMMUNICATION DESIGN
FASHION DESIGN
FINE ARTS
INTERIOR DESIGN
USER EXPERIENCE (UX/UI)
PRODUCT DESIGN
MASS COMMUNICATION



UNIVERSITY CAMPUS

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Punjab-140 401 | India

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- SCO 160-161, Sector 9-C, Chandigarh 160009.

www.chitkara.edu.in

admissions@chitkara.edu.in

Admissions Helpline:

+91 95011 05714 | 95011 05715

For more information about our programs
give a miss call on **1800 267 1999**

WhatsApp 98590 00000