CHITKARA UNIVERSITY

DESIGN | MEDIA
ARCHITECTURE

BECOME A CREATIVE YOUNG GUN

SHAPING CREATIVITY.
DESIGNING FUTURES.

DESIGN | ARCHITECTURE | MEDIA

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

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.

With small class sizes and industry-informed, job-relevant curriculum, Chitkara University degree empowers you with a definite advantage in today's competitive world.

CHITKARA UNIVERSITY
PUNJAB

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Punjab State Legislature under, "The Chitkara University Act".

CHITKARA UNIVERSITY
HIMACHAL PRADESH

Chitkara University is a UGC recognised University with the right to confer degrees as per the Sections 2(f) and 22(1) of the UGC Act, 1956 and is established by the Himachal Pradesh State Legislature under "The Chitkara University Act".

CHITKARA UNIVERSITY

RECOGNISED FOR
EXCELLENCE

Chitkara University has been awarded an **A+ rating by the National Assessment and Accreditation Council (NAAC),** placing us in the Top 5% of Higher Education Institutions in India.

Our programs are recognised among the **Nation's Best in the NIRF Rankings, securing a prestigious position within the Top 100 in the University category.**

We take pride in being listed among the **World's Leading Universities in the QS World University Rankings.**

The University consistently features among the **Top 15 institutions in India & Top 500 Globally,** highlighting its strong commitment to advancing **the Sustainable Development Goals.**

Chitkara University is **Ranked 1st in the Country** for **Research Quality** and stands among the **Top 800 Globally.**

We are acknowledged as one of **India's Top Institutions (Under The Process Pillar),** and also ranked among the **Top 200 Globally.**

Year after year, Chitkara University recognised among the **Top 10 Universities** in India for filing the maximum number of patents.

Consistently ranked high by:

CAREERS360 | OUTLOOK | INDIA TODAY | DATAQUEST

THE TIMES OF INDIA | UI Green Metric | THE WEEK | BW BUSINESSWORLD

siliconindia | CHRONICLE | IIRF

THINGS WE'RE PROUD OF

THERE ARE SO MANY REASONS TO CHOOSE CHITKARA UNIVERSITY. HERE ARE A FEW REASONS WHY WE BELIEVE YOU'LL LOVE US AND BE PROUD TO JOIN US.

INDUSTRY-LED COURSES

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

COUNTED AMONG THE BEST

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

TOP 20 RANKING

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

STRONG ACADEMIC HERITAGE

Chitkara University is founded by Dr. Ashok K Chitkara and Dr. Madhu Chitkara, academicians with over five decades of teaching excellence. They are invested in the growth of every student at Chitkara University and ensure they evolve into well rounded personalities, subject experts, creative thinkers and future-facing individuals – set to grapple with real world challenges and become changemakers of tomorrow.

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 world. From managing hotels to discovering new drugs to helping patients in hospitals to analysing the stock market, a Chitkara University degree can lead to varied and rewarding career paths.

MORE CEOs

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

WORLD-CLASS RESEARCH EXCELLENCE

With more than 5000 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 anotechnology, Mobile Learning, Robotics, Renewable Energy and Mechatronics.

LEARN FROM THE BEST

You will 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, a collaborative office space, and are paired with industry mentors to develop scalable business plans and market testable products and services.

TOP SKILLS

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

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.

TRAVEL THE WORLD

At Chitkara University, we offer over 300 exchange programs to choose from.

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.

BEST LOCATION

With a high quality of living and vibrant student mix, Chandigarh, also known as City Beautiful, has rightfully earned its place in the 'Times 15 Best Asian Spots'.

SAFE & SOUND

We take great pride in looking after our students. We have zero tolerance to ragging.

5 STARS

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

ANIMATION AND VISUAL EFFECTS

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

THE UNPARALLELED PEDIGREE OF FACULTY

The faculty at Chitkara Design School includes practising artists, designers, architects, media professionals and scholars who bring exceptional qualifications and extensive industry experience to the classroom. Many continue to work on real-world projects, stay engaged with emerging trends and remain closely connected with industry best practices as well as the changing needs of the creative sector. Their insights keep learning current, industry-informed and grounded in practical relevance.

Our faculty emphasises disciplined craft, clear thinking and confident experimentation, helping students build strong portfolios and develop professional readiness. With expertise spanning traditional practices to contemporary digital workflows, the faculty equips students with the latest AI-enabled tools, software and design technologies essential for fields such as UX/UI, communication design, animation and media. Their mentorship supports students in developing clarity, versatility and an authentic creative voice ready for today's creative landscape.

Chitkara University confers an Honorary Doctorate on Sunil Sethi (Former President, FDCI) for his exemplary contribution to the fashion industry.

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

DAVID KUSUMA
Former President, World Design Organisation (WDO), world's foremost global institution shaping standards of design excellence addressing the students and faculty at Chitkara Design School.

VINEETA SINGH
CEO & Co-Founder
Sugar Cosmetics

AMAN GUPTA
Co-Founder, Boat

MASABA GUPTA
Fashion Designer

GHAZAL ALAGH
Founder, Mamaearth

ANANYA BIRLA
Chairperson & Director
Chaitanya India Fin Credit Pvt Ltd.

JATIN DAS
Artist

Explore a vibrant tapestry of creativity at Chitkara University through exciting 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.

Adobe | CLO | UNESCO | fDCI

WDO WORLD DESIGN ORGANIZATION | browzwear

Some of the major campus recruiters for our graduates in the
Design | Media | Architecture programs

accenture	adani	amazon	BCG BOSTON CONSULTING GROUP	Capgemini
दैनिक भास्कर	Deloitte.	EY Shape the future with confidence	Google	hp
IBM	Infosys®	KPMG	Mindtree Welcome to possible	NETFLIX
Network 18	newgen	tcs	virtusa	wipro

B.Des in Communication Design with Artificial Intelligence

with specialisation in
User Experience (UX/UI)
Animation and Visual Effects
Graphic Design

B.Des in Communication Design is a 4-Year program that prepares students to craft impactful visual and interactive experiences across print, digital and motion media. It builds a strong foundation in design fundamentals, visual storytelling, typography, colour, layout, branding and communication theory, enabling learners to translate complex information into clear, engaging narratives for diverse audiences.

Students can choose focused specialisations in User Experience (UX/UI) | Graphic Design | Animation & Visual Effects to align their skills with specific industry roles.

The UX /UI specialisation trains students in user research, journey mapping, wireframing, interface design and usability testing to create intuitive, human-centred digital products and services.

The Graphic Design stream deepens expertise in brand identity, editorial and publication design, packaging, campaigns and visual systems across print and digital platforms.

The Animation & Visual Effects specialisation develops abilities in storytelling, character design, storyboarding, motion graphics and 2D/3D animation for applications in entertainment, communication and education.

Through studio projects, critiques and internships our communication design students graduate with a versatile portfolio and are prepared for careers in UX/UI design, graphic design, branding, digital media, advertising and animation studios.

Leveraging the power of Artificial Intelligence (AI) in Communication Design

The 4-Year B.Des Program in Communication Design at Chitkara Design School will have a mandatory minor specialisation in Artificial Intelligence (AI)

At the forefront of education innovation, our design school offers a groundbreaking curriculum that deeply integrates Artificial Intelligence (AI) to equip students with future-ready skills essential for the evolving design industry. This comprehensive approach ensures that graduates emerge as creative leaders adept at harnessing AI to augment their design thinking, streamline workflows, and craft transformative user experiences.

Students engage in hands-on courses such as AI-Driven User Experience Design, Generative Design & Prototyping and Data-Driven Creativity enabling them to leverage cutting-edge technologies in their projects. Collaborative workshops with AI experts and industry-led live projects ensure students gain real-world experience in applying AI to solve complex design challenges responsibly and sustainably.

Students benefit from an interdisciplinary learning environment where AI principles are embedded within traditional design disciplines—product design, communication design, UX/UI, and more. These projects hone students' ability to apply AI tools to real-world design challenges, fostering adaptability and problem-solving capabilities.

Hands-On AI Tools and Technologies
Exposure to industry-standard AI tools is a key pillar of the curriculum. Students gain practical experience with: Ethics, Sustainability, and Future Perspectives. We incorporate critical discussions on ethical AI use, data privacy, and the environmental impact of AI technologies, guiding students to become conscientious designers who prioritise human-centred and sustainable innovation.

Career Readiness and Industry Alignment
Graduates of our AI-enhanced design programs are well-positioned to lead in a landscape where design and technology converge. They acquire skills highly valued by employers in consumer product firms, digital agencies, tech startups, healthcare design, and sustainable manufacturing. Their AI fluency, combined with refined creativity and user empathy — enables them to innovate responsibly, deliver impactful designs, and confidently embrace emerging technologies.

B.Des in Communication Design with Artificial Intelligence

with specialisation in
User Experience (UX/UI)

The UX/UI design program at Chitkara Design School focuses on providing comprehensive training in User Experience and User Interface design, preparing students for careers in digital product design.

This specialisation covers core principles such as design thinking, user research methods, wireframing, prototyping, visual design, typography, colour theory, responsive design, and interaction design. Students learn to create user-centred digital experiences through hands-on projects and gain proficiency in industry-standard tools. Our program emphasises on building a practical portfolio and career readiness with mentoring, real-client projects, and support for freelance or full-time roles in UX/UI design.

Program Highlights

- Career Opportunities: UX/UI design skills are in high demand across tech companies, startups, agencies, and product firms, opening diverse job roles such as UX designer, UI designer, interaction designer, and product designer.

- Hands-On Learning: Students gain practical experience through real-world projects, internships, and portfolio-building opportunities that prepare them for immediate employment.

- User-Centered Approach: The program teaches how to design digital experiences that prioritise user needs, ensuring impactful and effective solutions.

- Industry-Relevant Skills: Training in essential design softwares makes students proficient.

- Creative and Analytical Balance: Students develop both artistic design sensibilities and analytical problem-solving skills to handle complex design challenges.

Career Paths

User Researcher | Information Architect | Wireframe Specialist | Interaction Designer
Information Visualisation Analyst | Visual Designer | Design Manager | Usability Analyst
Automotive UX Designer | Chat/Voice UI Designer | Haptic UI Designer | Digital Product Designer
Experience Design Lead | Service Designer

B.Des in Communication Design with Artificial Intelligence
with specialisation in
Animation & Visual Effects

CHITKARA DESIGN SCHOOL
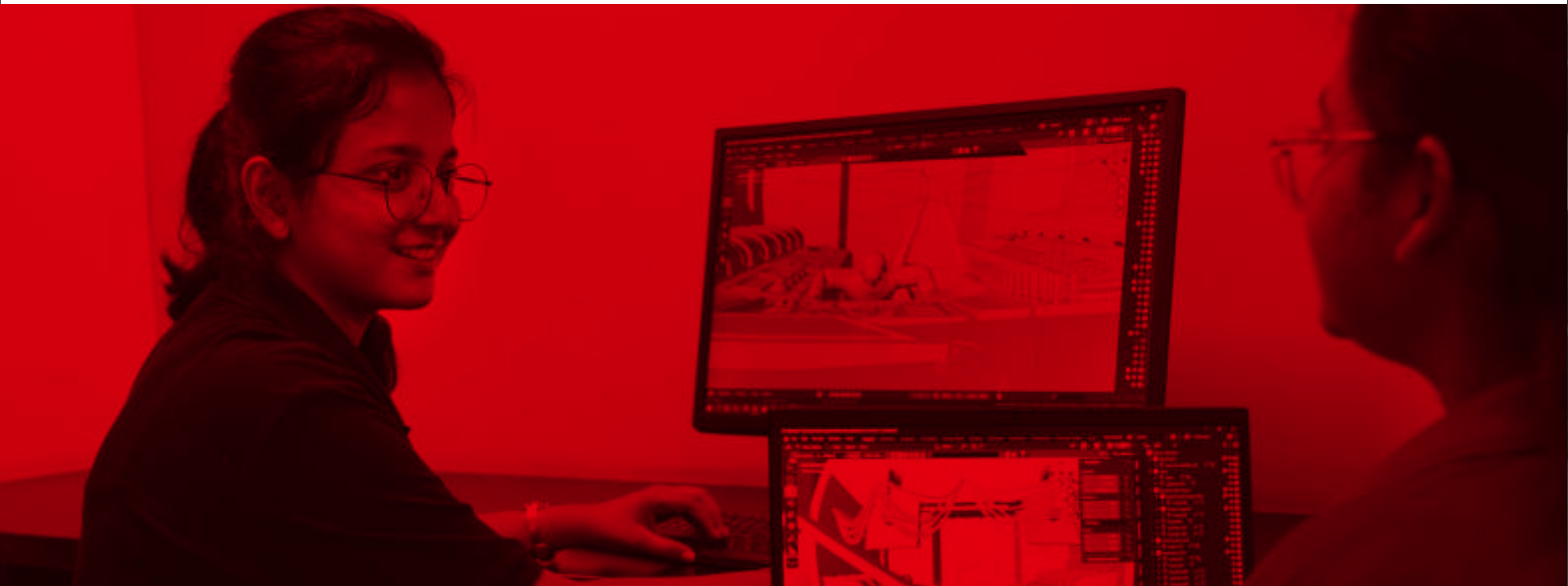
Our B.Des in Communication Design with specialisation in Animation & Visual Effects is structured to help students bring characters to life and provides you with the skills needed to meet the standards of the demanding international animation industry.

This program 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 also 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 rapidly advancing sector.

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.

- Storytelling Ability: You will learn 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 | Visualiser | 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

B.Des in Communication Design with Artificial Intelligence
with specialisation in
Graphic Design

CHITKARA DESIGN SCHOOL

The 4-year B.Des in Communication Design with specialisation in Graphic Design enables you to acquire the skills and techniques necessary to pursue a fulfilling career in diverse areas across Advertising, Print and Graphic Design industry.

Graphic 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. This specialisation 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, this program is an excellent launching point for more advanced creative pursuits. It will prepare you to communicate and create designs that motivate, entertain, engage and educate people.

In our increasingly visual world, we need to present ideas in an expressive & engaging context to attract audiences to our products, brands or causes. This specialisation offers you the opportunity to develop a well-rounded skill-set applicable to a broad range of visual arts disciplines and will help you stimulate your creative practise with a solid understanding of Graphic Design strategies along with the history and theory of Design.

The program 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.
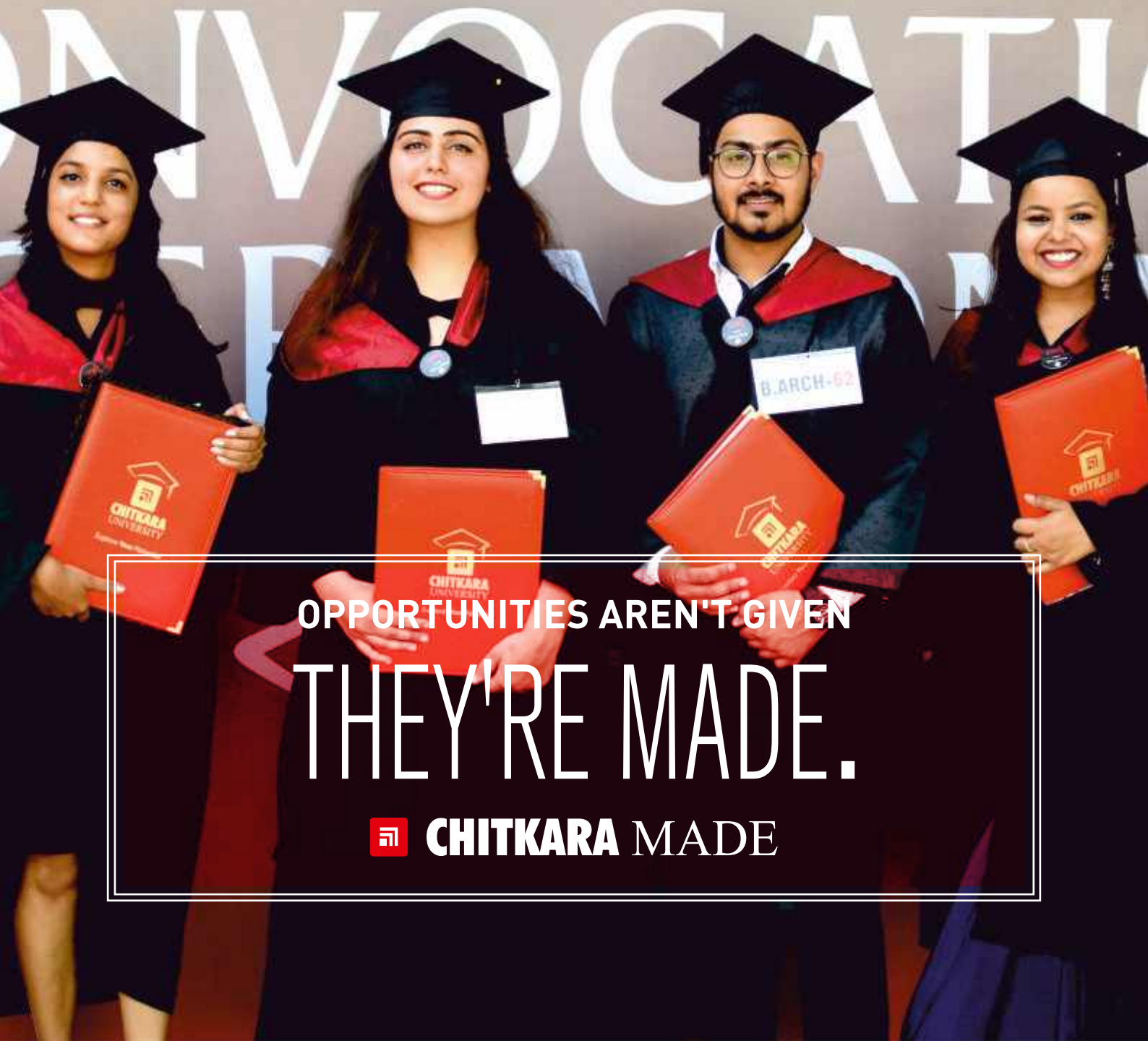
Career Paths

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

CHITKARA
UNIVERSITY

OPPORTUNITIES AREN'T GIVEN

THEY'RE MADE.

CHITKARA MADE

CAREER OPPORTUNITIES

Communication Design graduates with different specialisations find a diverse range of job opportunities across industries. Their skills in visual storytelling, branding, digital media, and user experience open doors to roles such as graphic designer, video editor, web designer, illustrator advertising artist, motion graphic designer, and UI/UX designer.

They work in advertising agencies, media houses, tech companies, game design studios, publishing, and e-commerce firms. With the rise of digital platforms, the demand for communication designers is strong and growing, offering career paths that combine creativity and technology. Graduates are equipped to contribute to impactful branding, marketing and digital experiences, ensuring their skills remain relevant and highly sought after in the evolving design landscape.

Some of the major campus recruiters for our Communication Design graduates are:

accenture	amazon	antler	BAJAJ FINSERV	BCG Boston Consulting Group
Capgemini	cognizant	Deloitte.	Google	GREEN GOLD
HCL	hp	HEXAWARE	IKS	Infosys
intel	JCBL	KPMG	LOLLYPOP.DESIGN A TERRALOGIC COMPANY	litmus.ink
make my trip	NETFLIX	Network 18	newgen	NovaInvent
INK ORIGININK	tipy	praper	Quartic.ai	Rabbixel
recruit crm	Tech Mahindra	technicolor	Thence:	uniKWAN
VIGN ENTERTAINMENT	virtusa	VI	VOXTURR	wipro

B.Des in Product Design

Our B.Des in Product Design is a dynamic program that empowers students to become creative problem-solvers, innovators, and future leaders in the world of product development. This program blends artistic vision with technical expertise, preparing students to design products that are not only visually appealing but also functional, sustainable, and user-centric.

This program is a comprehensive journey into the world of creativity, innovation, and practical problem-solving. Designed for students who are passionate about shaping the physical world, this program provides the skills and knowledge necessary to craft products that combine form, function, and user experience seamlessly.

Students learn to harness the principles of design thinking, blending creativity with technical expertise to address complex challenges. The curriculum spans core areas such as sketching, computer-aided design (CAD), material science, manufacturing processes, and ergonomics, alongside emerging trends like sustainable and smart product design.

Students engage extensively in hands-on workshops, prototyping sessions, and live projects that simulate industry challenges. The program also offers industrial internships and opportunities for global exposure, enabling students to gain real-world experience and build professional networks.

Graduates emerge as versatile product designers capable of working across sectors like consumer electronics, lifestyle goods, healthcare devices, and automotive components.

straight lines or sharp co
dings must have no s
sharp corners"

49th National Management Convention
Transforming India into a commercia

CHITKARA
DESIGN
SCHOOL

![CHITKARA DESIGN SCHOOL logo]

PRODUCT DESIGN

Program Highlights

- Design Thinking & Innovation: Students learn to identify user needs, apply creative problem-solving methodologies, and develop innovative solutions through iterative prototyping and user feedback.

- Hands-On Workshops & Labs: Extensive access to workshops in wood, metal, plastics, and digital fabrication enables students to experiment with materials and bring their ideas to life. Advanced labs for 3D printing, CNC machining, and rapid prototyping support cutting-edge design exploration.

- Technology Integration: Students gain proficiency in industry-standard software and explore emerging technologies such as AI-driven prototyping, IoT-enabled products, and smart materials.

- Industry Collaboration & Live Projects: Partnerships with leading design studios, manufacturers, and brands provide opportunities for live projects, internships and mentorship from industry experts. You will work on real-world challenges, gaining practical experience and building professional networks.

- Entrepreneurship & Business Skills: Dedicated modules on design entrepreneurship, branding, and market strategy equip students to launch their own ventures or contribute to product innovation in established companies.

Career Prospects

Graduates of the B.Des in Product Design are well-prepared to pursue diverse and rewarding careers in the design and manufacturing sectors.

Potential Roles

Industrial Designer | User Experience (UX) Designer | Design Consultant | Sustainable Product Innovator
Design Entrepreneur | Automotive & Mobility Designer | Healthcare Product Designer
Packaging Designer

The program's strong industry connections and focus on practical skills ensure that graduates are highly employable and well-positioned to make a meaningful impact in the world of product design.

B.Des in Fashion Design

4-Year Bachelor of Design in Fashion Design is a comprehensive program that equips students with the creative, technical, and analytical skills essential to the contemporary fashion industry.

The curriculum offers a balanced progression from foundation studies in drawing, textiles, material exploration, and garment construction to advanced courses in fashion communication, trend research, sustainability, and collection development. Students learn to approach design as both an artistic practice and a structured process, understanding how ideas move from concept to runway or retail.

Studio-based learning forms the core of the program, complemented by workshops, industry-led masterclasses, and hands-on training with digital design tools. A strong emphasis on responsible fashion encourages students to consider environmental impact, ethical sourcing, and the changing expectations of global consumers. Throughout their academic journey, students engage in design projects, portfolio development, and internships with fashion houses, design studios, export firms, and retail brands, gaining practical exposure to professional workflows.

By the final year, learners are equipped to create coherent, well-researched collections that reflect their individual design language. Graduates emerge as thoughtful, adaptable professionals prepared to contribute to diverse sectors of the fashion ecosystem, from design and merchandising to fashion communication, styling & emerging innovation-driven roles.

CHITKARA
DESIGN
SCHOOL

CHITKARA
DESIGN
SCHOOL

FASHION DESIGN

Program Highlights

4-Year B.Des in Fashion Design program offers a comprehensive education that balances creative exploration with technical rigour. Students build strong foundations in drawing, textiles, garment construction, pattern making, fashion illustration, and material studies, progressing to advanced courses in fashion communication, trend analysis, sustainable practices, and collection development. Studio-based learning is central to the program, supported by workshops, industry interactions, and hands-on training with digital design tools. Throughout the course, students develop a cohesive, professional portfolio that reflects their design sensibilities, craftsmanship, and understanding of contemporary fashion ecosystems.

Career Prospects

Graduates are prepared for diverse roles across the fashion and lifestyle industries, including design studios, fashion houses, retail and luxury brands, export firms, media platforms, and independent creative practice. With strong creative, technical, and conceptual abilities, they can contribute to apparel design, styling, merchandising, communication, and emerging sustainability-focused domains. The program equips students to adapt to evolving industry demands and pursue meaningful careers in the dynamic, innovation-driven world of fashion and design.

Potential Roles

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

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

Fashion Design graduates from Chitkara Design School will have opportunities to secure internships and get career opportunities in leading organisations and fashion houses such as:

अकारो AKAARO	ASHISH N SONI	GAZAL GUPTA	lifestyle	MANGO
MANISH MALHOTRA	Nini Sondhi	MOONRAY	OGAAN	pantaloons
PAYAL JAIN	PUMA	RR	SATYA PAUL	SHANTANU & NIKHIL
THE VOICE OF FASHION	TRENT	Vardhmān	URVASHI KAUR	zivame

Bachelor of Fine Arts (BFA)

Bachelor of Fine Arts (BFA) at Chitkara University is a 4-Year, studio-intensive program designed for young artists who wish to develop a distinctive creative voice grounded in strong technical skill and critical awareness. The program offers a thoughtful balance of traditional artistic disciplines and contemporary practices, enabling students to build deep competence while exploring a wide spectrum of visual expression.

Students engage with foundational areas such as Drawing, Painting, Sculpture, Applied Arts, and Printmaking, gradually progressing to advanced explorations in digital imaging, photography, installation, video, and performance. The curriculum encourages rigorous inquiry into visual language and its role in shaping cultural and societal narratives, helping students understand how art responds to, and influences, the world around us.

A strong emphasis is placed on conceptual clarity, craftsmanship, and reflective thinking. Students learn to interpret briefs, respond to creative challenges, and articulate ideas with intention and confidence. Exposure to design in commercial art equips them with insight into visual communication, consumer psychology, and the evolving demands of media and advertising.

Through sustained studio practice, constructive critique, and interaction with experienced faculty and visiting practitioners, students build a versatile portfolio and a grounded artistic identity. The program prepares graduates for meaningful careers in the visual arts, design, creative industries, and independent artistic practice.

CHITKARA
DESIGN
SCHOOL

CHITKARA
DESIGN
SCHOOL

FINE ARTS

Program Highlights

4-Year Bachelor of Fine Arts program offers a strong foundation in Drawing, Painting, Sculpture, Applied Arts, and Printmaking, supported by explorations in contemporary mediums such as installation, video, photography, digital imaging, and performance. Students build technical proficiency, conceptual clarity, and an understanding of visual language through sustained studio practice and critical engagement. The curriculum blends traditional craft with modern artistic inquiry, encouraging experimentation, reflective thinking, and interdisciplinary approaches. Faculty mentorship, critiques, workshops, and exposure to diverse creative practices help students cultivate confidence, versatility, and a distinctive artistic voice.

Career Prospects

Graduates emerge with a professional portfolio and the ability to navigate both independent and industry led creative paths. The program equips students with the artistic rigour, visual communication skills, and conceptual grounding needed for roles in fine arts, design, media, and cultural organisations.

Potential Roles include

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

Employment Areas

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

Fine Arts graduates from Chitkara Design School will have opportunities to secure internships and build careers with leading organisations and art institutions.

SPA
CHITKARA SCHOOL OF PLANNING & ARCHITECTURE

5-YEAR UNDERGRADUATE ARCHITECTURE PROGRAM

Bachelor of Architecture (B.Arch)
Approved by Council of Architecture

Bachelor of Architecture at Chitkara University is a 5-Year industry-aligned program approved by the Council of Architecture that blends rigorous academic study with practical learning to prepare future architects for a dynamic global profession.

The curriculum nurtures innovative thinkers who can address the needs of the built environment, with a strong emphasis on sustainable design, adaptive reuse, and social responsibility. Students engage with a rich mix of subjects, including architectural history, design drawing, building construction, civil structures, town planning & construction management.

Contemporary areas such as digital design and fabrication, advanced architectural technology, and environmental urbanism keep the curriculum aligned with industry developments. In the early years, students develop core skills in design, technical drawing, and computer applications through immersive studio work and project-based learning. As they progress, this foundation is strengthened through deeper engagement with construction practices and urban planning, allowing their understanding to expand in a cohesive, well-structured way.

Throughout the program, students benefit from mentorship by experienced faculty, exposure to live industry projects, and insightful guest lectures. Immersive experiences and internships with leading architecture and design firms form an integral part of the learning journey. The final year offers "earn-while-you-learn" opportunities with reputed architectural offices and construction companies worldwide, enabling students to graduate with strong skills, solid industry exposure, and a robust portfolio.

SPA
CHITKARA SCHOOL OF PLANNING & ARCHITECTURE

ARCHITECTURE

Highlights of 5-Year B.Arch

- Preparing industry-ready professionals for top Architecture firms, builders & for own 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

B.Arch graduates can contribute to architectural practice, urban development, sustainable design, construction, research, and emerging interdisciplinary fields. Many also choose to pursue specialised postgraduate study or international opportunities that align with their interests.

Potential Roles

Architect | Urban Designer | Interior Designer | Landscape Architect | Architectural Visualiser
Sustainable Design Consultant | Conservation Architect | Building Information Modelling (BIM) Specialist
Construction Project Manager | Urban Planner | Set and Exhibition Designer | Design Researcher
Digital Fabrication Specialist | Environmental Designer | Building Performance Analyst

4-YEAR UNDERGRADUATE INTERIOR DESIGN PROGRAM

B.Des in Interior Design

4-Year Bachelor of Design in Interior Design offers a rigorous & enriching academic journey that develops both the imaginative and technical capacities of students.

This program delves into the art and science of shaping interior environments, fostering an understanding of spatial dynamics, materials, lighting, colour theory, and furniture design. It encourages students to think critically about how interiors influence human behaviour and well-being, balancing aesthetics with functionality to create coherent and meaningful spaces.

Students engage in hands-on studio work and use contemporary digital tools to translate ideas into tangible designs, working across residential, commercial, cultural, and healthcare settings. The curriculum emphasises sustainability and cultural sensitivity, promoting interior solutions that are environmentally responsible and contextually aware. Through collaborative projects and professional internships, students gain practical insight and industry exposure, enabling them to navigate the evolving demands of the design profession.

Graduates of this degree emerge as thoughtful, skilled designers equipped to contribute to the built environment.

The program nurtures creativity, discipline and critical awareness, shaping individuals who can transform spaces to enrich everyday life. It is well suited to those drawn to design as a creative and impactful profession, seeking to craft environments that inspire, support and elevate human experience with integrity and ingenuity.

INTERIOR DESIGN

Program Structure

The Bachelor of Design (B.Des) in Interior Design is a thoughtfully crafted four-year full-time program that balances creativity, technical expertise, and practical application. It offers an immersive curriculum encompassing core design principles, spatial planning, material studies, lighting, sustainable practices, and furniture design. Students engage in studio projects that foster hands-on learning, model building, and mastery of industry-standard digital design tools such as AutoCAD, SketchUp, and Revit. The program integrates site visits, live projects, seminars, and guest lectures by seasoned professionals, enriching academic experience with real-world insights. Industry internships and a comprehensive capstone project prepare students with a professional portfolio, vital for launching their careers. Emphasising social responsibility alongside innovation, the program nurtures designers capable of creating spaces that are both functional and inspiring.

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 program in Interior Design is 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

Potential Roles

Interior Designer | Interior Stylist | Space Planner | Furniture Designer | Lighting Designer
Exhibition & Set Designer | Retail & Visual Merchandising Designer | Kitchen & Bath Designer
CAD/BIM Technician | Materials & Colour Consultant | Sustainable Design Consultant | 3D Visualiser

Architecture and Interior Design graduates from CSPA will have the opportunities to secure internships and career opportunities with leading firms, studios, and design organisations.

B.A. in Journalism & Mass Communication

with specialisation in Artificial Intelligence for New Age Media & Entertainment

Our B.A. in Journalism & Mass Communication with specialisation in Artificial Intelligence for New Age Media and Entertainment is a cutting edge program designed to prepare students for the dynamic media sector impacted by AI technologies.

The program provides a strong grounding in core areas of journalism, digital storytelling, media research, communication theory, broadcast production, and content creation, while integrating emerging technologies that are redefining the future of information and entertainment.

The program develops media professionals at the intersection of content creation and technology. By combining essential journalism principles with tools such as AI, machine learning, data-driven insights, and immersive media, students build expertise in both editorial craftsmanship and digital innovation. They learn how intelligent systems influence content production, distribution, verification, and audience engagement, preparing them to navigate a landscape shaped by automation and technological advancement.

Studio-based projects, newsroom simulations, and digital toolkits allow students to create multimedia narratives for newsrooms, entertainment platforms, and social media environments. Industry workshops & internships strengthen professional competence and encourage critical thinking about misinformation, media ethics, digital citizenship, and the societal implications of AI-enabled communication.

This forward-thinking program prepares graduates for roles in digital media, advertising, PR, entertainment production, and tech-driven storytelling, meeting the rising demand for professionals who know how to blend editorial judgement with innovation.

CHITKARA
SCHOOL OF
MASS COMMUNICATION

Program Highlights

Bachelor of Arts (B.A.) in Journalism & Mass Communication with a Specialisation in AI for New Age Media & Entertainment offers an integrated learning experience that blends core journalism training with emerging technologies shaping modern communication. Students gain strong foundations in reporting, digital storytelling, media research, and broadcast practices, while developing proficiency in AI tools, machine learning applications, data analytics, and immersive media. Hands-on newsroom simulations, studio production and industry-led workshops provide practical exposure. The program also lays emphasis on media ethics, verification, and responsible use of technology, preparing students to create meaningful, accurate content in an increasingly automated media environment.

Future-Focused Skillset

Students gain proficiency in AI-enabled content creation, social media analytics, mobile journalism, and immersive storytelling using AR/VR. Along with entrepreneurship and digital marketing training, the program fosters both creativity and strategic thinking, giving graduates a distinct edge in careers that span journalism, entertainment, advertising, PR, and tech-integrated media roles, helping them excel in a fast-changing media environment and meet the evolving needs of global audiences.

Career Pathways

Graduates are equipped to contribute to newsrooms, digital platforms, entertainment media, communication agencies, and emerging tech-driven content ecosystems. With a strong combination of editorial judgement, analytical insight, and technological fluency, they can pursue roles in content production, strategic communication, digital innovation, and AI-enabled storytelling across media, advertising, PR, and entertainment sectors.

Potential Roles

Digital Journalist | Multimedia Reporter | Content Strategist | Social Media Producer | Media Analyst
AI-Assisted Content Creator | Digital Marketing Executive | PR & Communications Executive
Entertainment Content Developer | Data-Driven Storyteller | Visual Content Specialist

Our Journalism and Mass Communication graduates will have opportunities to secure internships and build careers with leading media houses, production studios, digital platforms, and communication agencies.

COMMUNICATION DESIGN
USER EXPERIENCE (UX/UI)
ANIMATION | GRAPHIC DESIGN

FASHION DESIGN
PRODUCT DESIGN

ARCHITECTURE
INTERIOR DESIGN

FINE ARTS

MASS COMMUNICATION

CHITKARA UNIVERSITY

UNIVERSITY CAMPUS
Chandigarh-Patiala National Highway
Punjab-140 401 | India

INFORMATION CENTRE
Unit No. A 201-202, Elante Mall Office Complex
Industrial Area Phase I, Chandigarh, 160002

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

GA/11/2025