

CHITKARA
UNIVERSITY



BECOME A CREATIVE YOUNG GUN

ACADEMIC YEAR 2022
DESIGN | ARCHITECTURE | MEDIA

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 +
DESIGN RESEARCHER + DIRECTOR OF PROGRAMMING + EDITOR + EFFECTS ANIMATOR + ENTREPRENEUR +
LECTURER + LIBRARIAN + MASTER PRINTER + MEDICAL ILLUSTRATOR + MODELMAKER + MURALIST NOVEL
SPECIALIST + STAFF PHOTOGRAPHER + STUDIO MANAGER + STYLIST + SYSTEM ANALYST
WEBCOMIC ARTIST + WRITER + SCREENPRINTER + **ANYTHING YOU WANT...**
PUBLIC ARTIST + PUZZLE DESIGNER + SCULPTOR + SEWING TEACHER + SOCIAL MEDIA
LATION ARTIST + JEWELRY DESIGNER + **JOB THAT HAS YET TO BE CREATED** + LEADER DRAFTER +
COMMUNITY + DEVELOPMENT DIRECTOR + GAME ARTIST + GAME DIRECTOR + GAME DESIGNER + CURATOR +
COLLECTION AND EXIBITIONS COORDINATOR + COMMERCIAL PHOTOGRAPHER + COMMUNICATIONS SPECIALIST +
ERY MANAGER + GOLDSMITH + GRAPHIC DESIGNER + ILLUSTRATOR + INNOVATION TECHNOLOGIST + INSTAL
PRODUCTION FLORIST + PROFESSOR + PROGRAM MANAGER + PRODUCER + PROJECT MANAGER +
PHER + USER INTERFACE ENGINEER + VIDEOGAME DESIGNER + WEB DESIGNER +
TATTOO ARTIST + TECHNICIAN + TEXTILE DESIGNER + TOY DESIGNER + TYPOGRA
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 +

**USE YOUR HEAD,
HEART AND HANDS.**

CHITKARA
UNIVERSITY



WELCOME TO 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.

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 reputed blue-chip companies—that the University finds favor with national as well as international students.

At Chitkara University, Education is not only "State-of-the-art" but truly "State-of-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.

Our approach at Chitkara University is learning-centric, enhancing knowledge, skills and understanding through practical exposure.

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 the employers.

GREAT CAMPUS RECRUITMENT

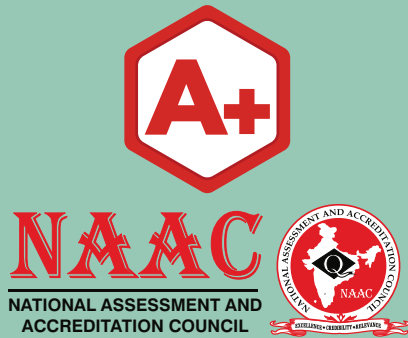
Chitkara University has established an unassailable reputation for strong campus recruitment on the sheer virtue of our focus on making our graduates "industry ready".

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.





Ministry of Human Resource Development
Government of India

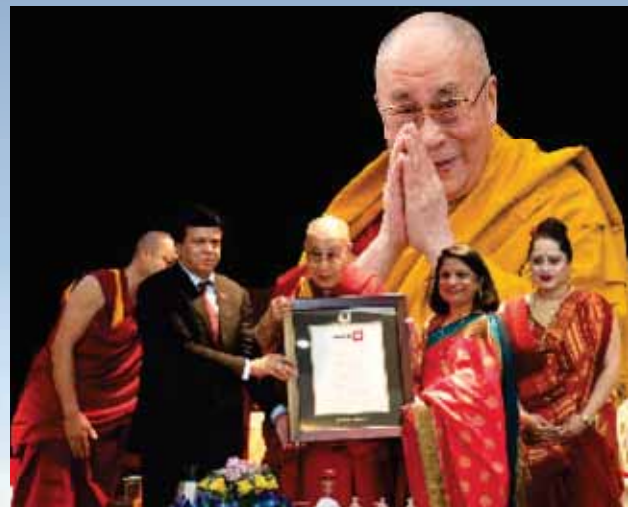
Consistently ranked
as one of the top
Universities in the country



QS World University
Rankings: Asia



Only Indian University shortlisted for
'Technological Innovation of the
Year' in 'Times Higher Education
Asia Awards 2021'



Ranked as one of the
Cleanest Universities
of India in the
'SWACHHTA' ranking





NAAC

NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL





CHITKARA UNIVERSITY IS **NAAC A+** ACCREDITED

Chitkara University has been accredited with 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.

Chitkara Education brings with it a reputation that has been earned through years of serving career needs of the student community. Sincere thanks to all our students, parents and industry stakeholders for putting their trust in us.





CITY BEAUTIFUL Chandigarh

A MILLION PEOPLE; INFINITE POSSIBILITIES

Chandigarh is undergoing rapid urbanisation and the transformation has been holistic and all-inclusive. Over the years, the city has made remarkable progress in terms of physical infrastructure and the business environment and has emerged as an economic growth centre with one of the highest per capita incomes in India.

Ample opportunities are available to work and grow in the IT, BPO and pharmaceutical sector in the region. It has proved to be a magnet for potential employers and employees.

The open hand is the official emblem of Chandigarh; it symbolises the city's philosophy of being "open to give" and "open to receive". Chandigarh has seen the growth of some major start-ups over the last few years. The city has kept in pace with the ever evolving education industry to become the one stop for all education needs. This makes Chandigarh ideal for students who wish to enjoy the blend of rich culture of the city life and the peaceful and calm environment that Chandigarh offers.

Chandigarh is easily accessible from Delhi, Haryana, Punjab and Himachal Pradesh and metropolitan cities with various modes of transportation, viz. buses, trains and direct flights both national and international from Dubai, Singapore, Sharjah, etc.





**I WILL MAKE LIFELONG
CONNECTIONS.**



**I CHOOSE CREATIVE
FREEDOM.**



**I LIVE ON THE
CUTTING EDGE.**



**Explore
Your
Potential**



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



**I SURPRISE
MYSELF.**



**I CREATE
IMPACT.**



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

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



**I NEVER
WAIT FOR
THE FUTURE.**



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



**I CHALLENGE
MY REALITY.**

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
- 2-Year M.Plan in Urban Planning



CHITKARA DESIGN SCHOOL

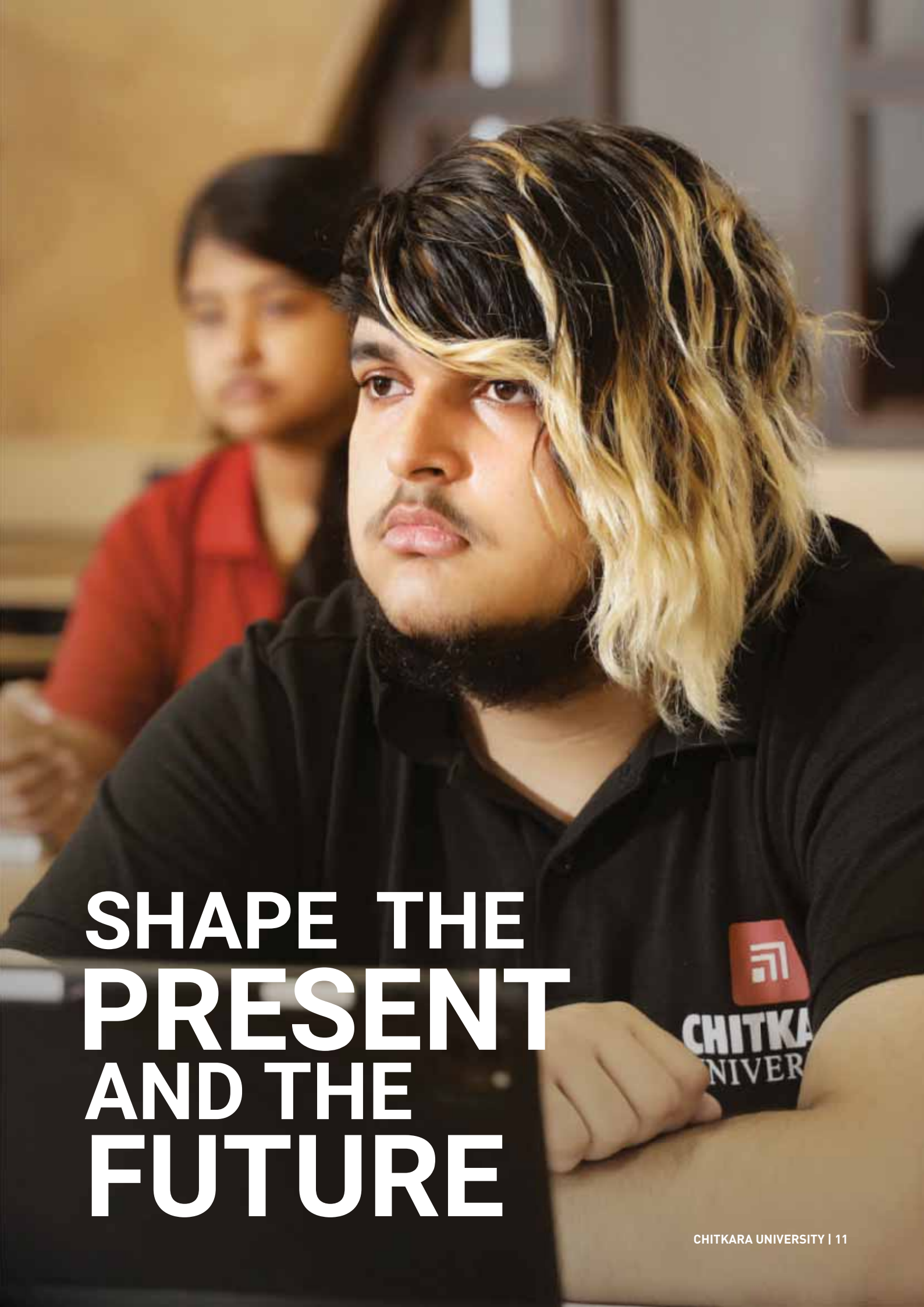


- 4-Year B.Des in
User Experience (UX/UI) | Animation
Fashion Design | Communication Design
- 4-Year Bachelor of Fine Arts (BFA)
- 2-Year M.Des in User Experience (UX/UI)

CHITKARA SCHOOL OF MASS COMMUNICATION

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





**SHAPE THE
PRESENT
AND THE
FUTURE**



Our career focused degree programs in Design, Architecture and Media 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 AND GET INSPIRED.**

DESIGN ARCHITECTURE MEDIA



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 Internationally recognised 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 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 dedicated to the success of their students - in the classroom, community and beyond.



Some of the major campus recruiter for the batch 2021

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 and our graduates receive through internships, varied design projects and network of company-sponsored research.

Some of the major campus recruiters for our art and design graduates are:

ABSTRACT DIGITAL WORLD

AICTE

ANIMATE STUDIOZ

APP KNIT

BBS

BLUEONE

BUY HATKE

CHRP

COSMOS MAYA

CREATIVE DONKY

CRISPTAG

CRUX

CUSMAT TECHNOLOGIES

DCM SHRIRAM

DG GAMI TRONICS

DIFITAL JALEBI

DIGI TOONZ

EBSOO

EEKSAURUS

EIGHTY EIGHTY PICTURES

GOPAYMENTS

GREEN GOLD

GREENWAY APPLIANCES

HAMMERPLAY

HEU TECHNOLOGIES

HIGHSKY

HINDUSTAN TIMES

HOLYCOW

INDEXNINE TECHNOLOGY

INDIA TODAY GROUP

INTUGINE

JAGRAN MEDIA

KONY

LAKSHYA

LAWNICS

MALLARD

MOONFROG

MUST PLAY

NDTV

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

SEAL TECH

SIATECH

SMD

SONY ENTERTAINMENT

SOURCE FUSE

STELLARSHELL

SUPREME

THENCE

THE TRIBUNE

TIMES OF INDIA

TREZI

Unreal Engine

Verbinden Communications

Voto

White Hill Studios

Zeiss

The background features a large wall graphic. At the top center is a stylized logo consisting of a square with a cross-like shape inside. Below the logo, the text "DESIGN IS THE" is written in large, bold, sans-serif capital letters. To the right of "DESIGN" is the word "IS" and to the right of "THE" is the word "FUNDAMENTAL". Below this, the text "OF A HUMAN-MAN" is written in large, bold, sans-serif capital letters. Below "OF A HUMAN-MAN" is the text "CREATION THAT ENDS" in large, bold, sans-serif capital letters. Below "CREATION THAT ENDS" is the text "EXPRESSING ITSELF" in large, bold, sans-serif capital letters. Below "EXPRESSING ITSELF" is the text "IN SUCCESSIVE OUT" in large, bold, sans-serif capital letters. Below "IN SUCCESSIVE OUT" is the text "LAYERS OF THE PRODU" in large, bold, sans-serif capital letters. Below "LAYERS OF THE PRODU" is the text "OR SERVICE" in large, bold, sans-serif capital letters. Below "OR SERVICE" is the text "ST" in large, bold, sans-serif capital letters. The text is arranged in a way that it appears to be part of a larger sentence or phrase. The background is a light gray color. The text is in various shades of gray and black. The font is a clean, modern sans-serif typeface. The overall aesthetic is minimalist and professional.

DESIGN IS THE
FUNDAMENTAL
OF A HUMAN-MAN
CREATION THAT ENDS
EXPRESSING ITSELF
IN SUCCESSIVE OUT
LAYERS OF THE PRODU
OR SERVICE
ST

TAP YOUR CREATIVITY AND
IMAGINATION



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

USER EXPERIENCE

Create evocative interactions between technology and humans. Learn how to develop and map a user's journey with our 4-year B. Des and 2-year 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 product.

Through the human-centric approach, you learn to design delightful and pleasing user experiences. Chitkara Design School's UI/UX program is a blend of the interdisciplinary approaches needed to achieve an innovative process with a focus on design desirability, technological feasibility and business viability.

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 a user's experience when using a product or service and innovate by problem finding through design research.

- Understanding the fundamentals and principles of UI/UX Design.
- Knowledge of tools and process used in UI/UX Design, with a mix of classroom assignments, projects, field work, industry projects, internships and shadow learning.
- Skillset 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.

CAREERS

The programs include 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 offer 100% placement assistance; therefore, students looking for well-paying jobs in numerous fields can opt for these programs.



Mansoor Ahmad
placed at
IBM
at the starting
salary of
12.5 LPA



Nikita Balani
placed at
TCS
at the starting
salary of
7.2 LPA



Avni Goswami
placed at
Capgemini
at the starting
salary of 5 LPA













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 the high demand of UI/UX Designers in industry.

Career Path

- | | | |
|------------------------|-----------------------------|--------------------------|
| ● 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 |



SOME OF THE COMPANIES THAT HIRE OUR UI/UX STUDENTS



FASHION
YOUR ASPIRATIONS

4-YEAR B.DES in

FASHION DESIGN

4-Year B.Des 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.

4-Year B.Des 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.



Ace Fashion Designer and Padma Shri Award Recipient **Late. WENDELL RODRICKS** interacted with students of Chitkara Design School at the inauguration of the Creative & Design Centre "PICASSO".

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 student 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



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 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



Chitkara Design School is proud to confer honorary doctorate on **SUNIL SETHI, President, Fashion Design Council of India (FDCI)** for his legendary work in getting Indian Fashion and Design Industry to the centre stage.





ANIMATE COMPLEX VISUAL NARRATIVES

4-YEAR B.DES in

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

From storyboarding to industry-standard technologies, drawing, animation skills and in-depth knowledge of filmmaking, this program covers all aspects of animation. You will practice applying theories of motion, timing, storytelling and digital technology to produce high-quality animations and designs.



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 & Lighting Artist



SOME OF THE COMPANIES THAT HIRE OUR ANIMATION STUDENTS

amazon





MASTER
THE ART OF VISUAL
COMMUNICATION.

4-YEAR B.DES in

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.

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 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.



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 Visual Communication program at CDS exposes you to the power of exceptional design and its ability to reduce complexity, spark innovation and drive results.

The program aims at developing the students' thought process towards understanding the requirements of the people in consideration, identifying opportunities for innovation, developing ideas and ultimately realising solutions as a holistic process of consciously evolving as a thinker and a developer of ideas that could make a difference as well as effectively communicate the solutions in the most appropriate manner.

Bringing together the worlds of creative management, design thinking and business strategy, our program extends beyond the limits of traditional design programs. You'll develop a holistic understanding of creativity and the design process while mastering the managerial insights and leadership strategies needed to deliver business-focused outcomes.





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 & Page Layout Design
- Product Graphics
- Type Design



CREATE
MEANINGFUL ART



4-YEAR BFA | 2-YEAR MFA in

FINE ARTS

Our programs in Fine Arts has 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.



BUILD

A STRONG FOUNDATION
AND DREAM BIG

5-YEAR B.Arch in

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.

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.



PLAN

**AN IMPACT
SHAPE YOUR WORLD
AND SECURE YOUR FUTURE**

2-YEAR M.Plan

URBAN PLANING

Located in close proximity of Chandigarh, India's best planned city, Chitkara University is producing a new generation of city-builders and community developers who are focused on equitable, resilient, and sustainable outcomes that cities around the world desperately need.

Our 2-Year M.Plan (Urban Planning) is a professional degree program that prepares you to design sustainable solutions for local communities in a rapidly urbanising world. Through a combination of academic theory and applied studio work, you'll develop the skills and analytic insights needed for success in the urban planning industry. You'll also gain market-relevant skills in applied urban research, geo-spatial analysis, and professional best practices.

The M.Plan can also serve as a springboard for advanced research and a PhD in Planning. Additionally, there are vast opportunities for placements both within the public sector as well as private organisations. Our M.Plan (Urban Planning) graduates can pursue wide range of positions in international development agencies, real estate consulting and government departments responsible for city planning and infrastructure with the choice to engage in the practice, teaching or research of urban development.

Highlights of 2-Year M.Plan (Urban Planning)

Explore the relationship between urban design and planning by studying Chitkara University's astutely designed Master of Planning.

- Exceptionally qualified in-house and visiting faculty comprising best-in-class talent, that includes acclaimed researchers, industry experts and practicing planners and consultants.
- Extensive and diverse exposure for students through national and international forums, educational tours, and site visits along with participation in seminars and exhibitions.
- Industry endorsed and experiential curriculum equips students with hands-on experience to plan and design layouts of cities, and propose solutions for sustainable urban growth and related concerns.



CAREER PATHS

Our graduates can explore a wide range of career opportunities, both in the public and private sector, such as:

- Town Planner
- Urban Planner
- Strategic Planner
- Planning Consultant
- Strategic Development Consultants
- Planning Educators





COMBINE

DESIGN FORMS THAT YOU'RE
PASSIONATE ABOUT

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

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 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

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.



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 evolved but the skills required to publish news remain the same. 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.

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, Counselor.

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.



Top Campus Recruiters



CHITKARA
INTERNATIONAL
FILM
FESTIVAL



CHITKARA
UNIVERSITY



CHITKARA
INTERNATIONAL
FILM
FESTIVAL

THE CHITKARA INTERNATIONAL FILM FESTIVAL is an annual exhibit of marquee movies for our students. This renowned Film Festival in North India attracts notable film stars from all over the world.



CHITKARA
INTERNATIONAL
FILM
FESTIVAL



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.



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

CHITKARA
UNIVERSITY



NAAC
ACCREDITED



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

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

www.chitkara.edu.in
admissions@chitkara.edu.in

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

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



98590 00000