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ADMISSIONS OPEN 2022



UPES

UNIVERSITY OF TOMORROW

SCHOOL OF DESIGN

B.Des. I M.Des. I Ph.D.

ENGINEERING I COMPUTER SCIENCE I DESIGN I BUSINESS I LAW I HEALTH SCIENCES AND TECHNOLOGY I MODERN MEDIA I NEW LIBERAL STUDIES

About UPES

Established in 2003 through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a UGC-recognized university and has been accredited grade 'A' by NAAC. National Institutional Ranking Framework (NIRF), Ministry of Education, has ranked UPES amongst the top 100 universities to study in India. School of Engineering at UPES has been ranked 91 amongst 300 institutions, School of Business is ranked 46 amongst 100 institutions and School of Law is amongst top 25 institutions in India. The university has received 5-Stars for Employability (placements), Academic Development, Programme Strength, Campus Facilities and 4-Stars for overall teaching by globally acclaimed QS Rating.

UPES offers industry-aligned and specialized graduate and postgraduate programmes through its seven schools: School of Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, School of Modern Media and School of Liberal Studies.

Given its industry-oriented programmes and emphasis on holistic development, UPES graduates are a preferred choice for recruiters, ensuring a track record of 90% + placements over the last few years.

UPES is driven by its core philosophy and purpose of delivering outstanding student outcomes.

In 2021, it has been awarded as the University of the Year-North by ASSOCHAM.

- Ranked amongst TOP 100 Universities in India
- Accredited Grade 'A' by NAAC
- QS 5 Star Rating for Academic Development, Employability, Facilities and Programme Strength
- Certification for quality E-Learning Excellence for Academic Digitisation with perfect score of 150/150

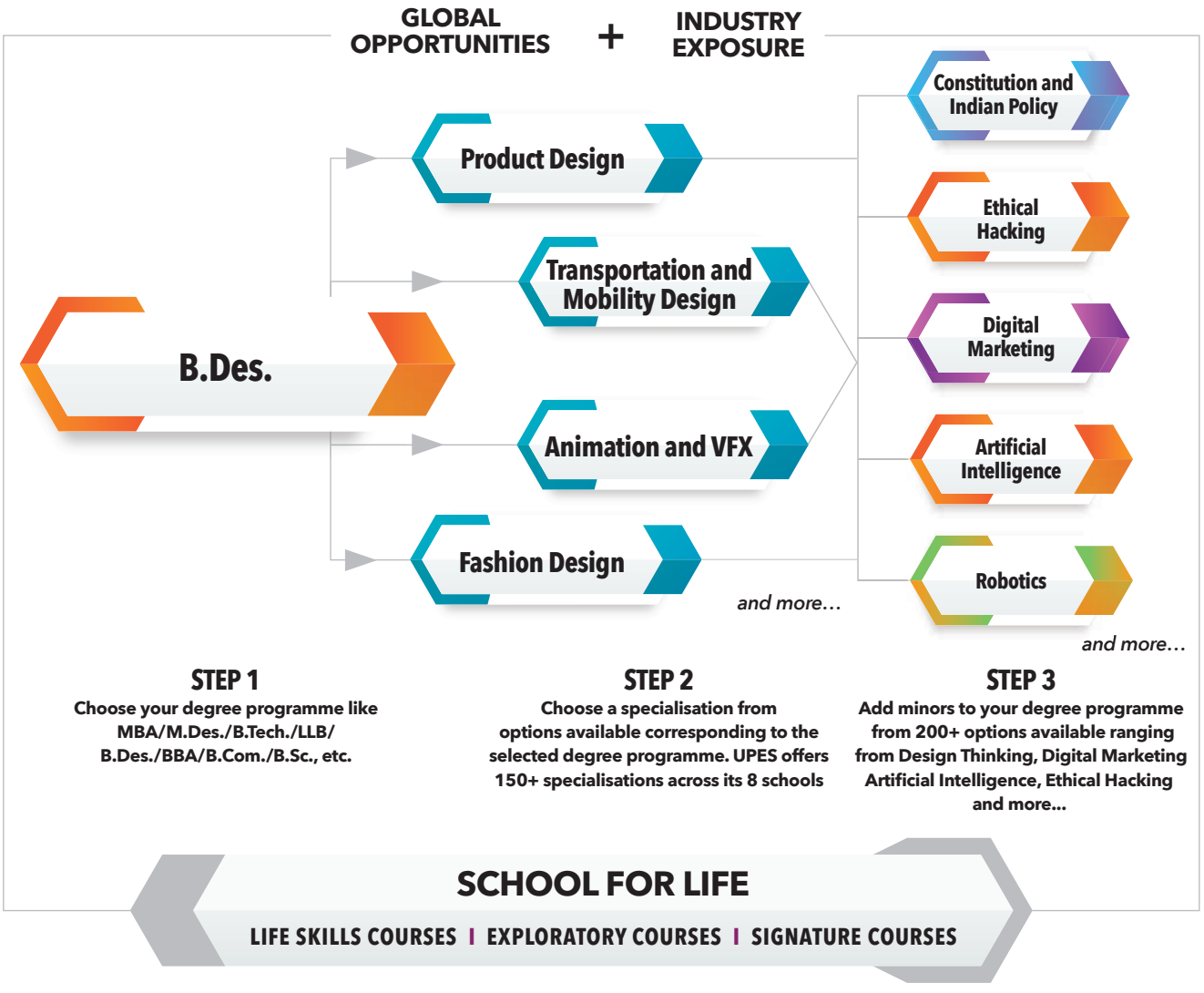


Design Your Own Degree

UPES curriculum framework is holistic in its overall structure and yet focuses on the individual need of the students to discover, experience, explore and challenge.
Along with the core subject, students can choose from subject-focused specialisations. They are also allowed to choose minor/exploratory subject from other schools at UPES that are: School of Engineering, School of Computer Science, School of Law, School of Business, School of Health Sciences & Technology, School of Design, School of Modern Media and School of Liberal Studies.

The curriculum also offers Signature and Life-Skills courses through School for Life. To round off this learning experience, students are required to do mandatory internships in the social sector, government/public sector and industry.

The combinations available for students to pick and choose from are endless, ensuring both depth and width of knowledge.



Holistic Development at UPES

School for Life

What is the purpose of education? Is it merely to make students employable, remove ignorance and impart knowledge? Or is it to create a better world? The seismic shifts taking place globally, necessitate action to ensure a secure and equitable future for all. Learners today are, therefore, required to be creative, collaborative and communicative. They must develop skills to solve complex problems that plague humanity, work towards equity, uplift the underserved, live healthy, happy, and productive lives. UPES School for Life (SFL) was established with the intention to create true changemakers. Students learn to apply an in-depth understanding of attained life skills and broad-based subject competencies along with core subject qualifications to take advantage of educational and employment opportunities. This broad-based learning experience helps them evolve throughout their professional and personal lives.

The undergraduate programme at UPES offers four clearly demarcated, yet academically integrated areas, covering Core Specialisation courses, Exploratory (Interdisciplinary Electives), Signature and Life Skill courses, all of which are credited and are the basis of the degree awarded. School for Life offers the latter three selections of courses, which are structured to be read alongside the students' core academic curriculum.

EXPLORATORY
(Interdisciplinary Electives)

give students the freedom to read a variety of courses from different schools for an all-round learning experience.

'SRIJAN' SOCIAL INTERNSHIPS

offered as part of SFL, are full-time, 8-week-long internships with social sector organisations. These internships are mandatory for all first-year students. Through these internships, the students get exposed to social sector challenges and find ways to overcome them. In the process, they build empathy and learn valuable leadership skills.

SIGNATURE COURSES

include areas that are not specifically linked to a vocation and focus on 21st-century learner skills, empowering students to become global citizens of the future. It includes courses such as History and Constitution of India, Theory of Everything and Digital Transformation.

LIFE SKILL

courses allow students to pick additional skills with a focus on enhanced employability and communication, along with management and professional skills, including critical thinking, problem-solving and creativity.

Unmatched Global Opportunities at UPES

Semester abroad opportunity at **The University of California, Berkeley**



Guidance and counselling for application to various **international scholarship opportunities**





Student exchange opportunities at the World's Top Universities such as **University of Adelaide - Australia, University of Calgary - Canada, University of Essex - UK, IED - Italy, Taipei Medical University - Taiwan, Taylor's University - Malaysia, Universiti Sains - Malasiya, Universiti Tecknologi Petronas - Malasiya, Polytech Nantes - France, Southern Federal University - Russia, National University of Kaohsiung - Taiwan** and many more

Semester abroad with a tuition fee waiver at **UE Germany**





Assistance for International Internships/ Projects



Co-teaching by International Faculty from **University Canada West**

Industry in the Classroom

Industry-alliances

- Courses co-developed and co-delivered by industry partners
- School of Design has tie ups with Desmania, Mosaic Design, Tech Mahindra and more

MOSAIC A DESIGN STUDIO

DESMANIA

Tech Mahindra

and more

Experts on Advisory Board

- Mr. Narendra Ghate, Chief Designer, Head - Research and Service Design, Tata Elxsi
- Mr. Anuj Prasad, Founder & CEO, Desmania Design
- Prof. Pradyumna Vyas, ex-NID Director, Advisor, CII, and Board Member World Design Organization
- Ms. Ellis Bartholomeus, Founder & CEO, Ellis In Wonderland, a world-renowned game designer
- Mr. Rajesh Dahiya, Founding Director, Codesign
- Mr. Sanjaya Sharma, Founder, Recommender Labs, which provides AI-led, Decision-Science Services
- Mr. Prakash Moorthy, Veteran Animation Filmmaker
- Prof. Ashoke Chatterjee, CCI Honorary Advisor

Masterclasses

- Continuing to impart industry-ready education, UPES School of Design conducts several interactions with industry stalwarts such as:
  - Geeta Suthar, Co-founder, Fractal Ink Design Studios.
  - Prof. Nina Sabnani, Industrial Design Centre, IIT Bombay.
  - Pratap Bose, Chief Design Officer, Mahindra Group and many more.
- The insightful and interactive sessions help students get a closer, more in-depth look at the sector, enabling the devevlopment of essential skillsets required for a successful career.



Co-influencing Creativity and Technology

In this tech-driven world, our natural human capabilities will be augmented by computational systems that help us think, robotic systems that help us create and a digital nervous system that connects us to the world far beyond our natural faculties. In society 5.0, the possibilities open to humans will expand with driverless cars and robots. It will be a human-centred world without the trammels of poverty, illiteracy and ill-health. Humans and robots will continue to complement each other. Humans will be used for what they are good at – awareness, perception and decision-making; robots for their capacity to perform repetitive tasks with a higher degree of precision and accuracy.

The applications seem limitless for the future of design. With the expansion of various sectors such as manufacturing, smart applications, experiential products, tech fashion and retail space, design will be an integral part in revolutionizing consumer behaviour and the way industries are doing business. Yet, the things that will potentially become valuable for the future are the things that can not be digitized or automated–traits such as creativity and empathy that are human-only. While digital technology will continue to be a dominant force, innovation will primarily be driven by empathy.



At the UPES School of Design, therefore, creativity and technology go hand-in-hand. We have state-of-the-art infrastructure to support technology-enabled learning: An AR/VR lab, film and media lab, Mac lab, 3D-printing and laser-cutting facilities, to name a few. Our curriculum focuses on speculative skills or future casting, as well as knowledge and skill-building on the technologies of the future. Courses such as AI for Designers, Robotics, Smart Fashion, Immersive Media Design and Wearables are essential components of the students' journey. Our vision is to nurture future leaders, catalysts for change and designers who can build a better future by co-influencing creativity and technology.

Manisha Mohan
Dean, School of Design

Award
Awarded excellence in Design Education at the Adobe Education Leaders' Summit and Awards, 2020

World-class infrastructure
consists of more than 10 technology and art studios - Virtual Reality studio, MAC, Cintiq, 3D printing machines and laser cutting machines to name a few

Partnership with Istituto Europeo Di Design (IED), Italy and World Design Organization

Recruiters

DESMANIA DESIGN	MARUTI SUZUKI INDIA LTD.
FRACTAL INK	MINDORKS
DESIGN DIRECTIONS	LTI
TATA ELXSI	SENSEFORTH AI
CVENT	BUSINESS WORLD
DELL	FRAMES OF MOMENTOS
IBM	TATA ELXSI
TCS	RELIANCE JIO
MUSEUM OF GOA	IDE AUTOWORKS
ESCORTS	SKANRAY TECHNOLOGIES
CII	SHARVAS DESIGN LABS
ACCENTURE	ASHOK LEYLAND
BYJU'S	ESCORTS LIMITED
INDIAN INSTITUTE OF PACKAGING	FUTURE TECH DESIGN LTD.
MEUBLE INDIA	GENERAL MOTORS

Placement assistance up to 5 years



Success Stories



Winner of TVS Ntorq 125 Call of Design Season 2

Aayush Bijalwan from UPES School of Design won the second season of TVS Ntorq 125 Call of Design. Designing a futuristic-looking rendition of Ntorq under the theme 'Rise of Ntorqians', he competed with over 600 participants from various design institutes. Aayush impressed the jury with his design and won the keys to a brand new TVS Ntorq 125 and a cash prize amounting to Rs. 30,000.



Wins recognition for an abstract short film on global warming

Swarnima Maheshwari's work was shortlisted for the 12th monthly season of Tagore International Film Festival in the Experimental Films category for capturing the crisis of global warming using an abstract visual style. Showcasing the plight of farmers and the hazards of global warming, she used surreal styles and kept the narrative open for interpretation, adding depth to her film.



Second runner-up position at the Marvelous Awards

Harshul Verma secured the 2nd runner-up position under the Transport Designer of the Year 2020 category at the Marvelous Awards. His winning project – the futuristic-looking Atheris Trike Concept – sought inspiration from nature around, particularly bush vipers, in giving it an aggressive look.



Gets rave review for packaging designs at Amazon

Isha Arya, a student of B.Des. (Product and Industrial Design), is the founder of Quokka Designs which makes quirky and creative packaging for Amazon sellers. Quokka Designs has been recognized for its innovative packaging and has received rave reviews from their clients.

Faculty Feats



Collaboration with foreign designers to launch creative crafts and tribal art initiative, Typecraft

Ishan Khosla launched an initiative Typecraft with foreign designers that not only catalyses design thinking for craftspeople but also reinvigorate type and graphic design, drawing inspiration from the Indian culture.



A school where innovation is the way of life

Manas Ranjan Mishra, along with School of Design students, redesigned a garbage disposal cart to increase its capacity to up to 80 kg and eliminate health hazards for the cart users.
The cart is easier to manoeuvre in narrow lanes. This unique design is also registered with the Patent Office, Government of India, under registration No. 325507-001.



Co-author and published a book on Dehradun

Siddhartha Mukherjee has co-authored and published a book on Dehradun: An Illustrated Journey Of A City. It tells the story of the beautiful Doon valley through its illustrations and narratives. It also urges readers to reflect and act in order to protect their valley for future generations.



A professor and humanitarian

Offering humanitarian service in the midst of surging Covid cases, Prof. Jharna Joshi from UPES School of Design made doorstep delivery of meals to affected people.

Programmes Offered

B.Des.

CORE	SPECIALISATIONS** (Choice based in 2nd year)	MINORS** (Indicative list) (Choice based in 3rd year)
B.Des.	Product Design	Service Design Psychology Film and Video/Photography Social Impact Design Robotics, Accessory Design Exhibition Design Artificial Intelligence Immersive Media Design Minor in any SoD Specialisation
	Transportation and Mobility Design	
	Graphics and Communication Design	
	Animation and VFX	
	User Experience and Interaction Design	
	Fashion Design	
	Interior and Retail Space Design	
	Game Design	
	Lifestyle and Accessory Design	

M.Des.

CORE	SPECIALISATIONS (Choice based in 2nd year)
M.Des.	Product Design
	Transportation and Mobility Design
	Interaction Design
	Fashion Design
	Graphics Design

Integrated Programme

CORE	SPECIALISATIONS** (Choice based in 2nd year)	MINORS** (Indicative list) (Choice based in 3rd year)
Integrated (B.Des.) - (M.Des.)	Product Design Transportation and Mobility Design Interaction Design Fashion Design Graphics Design	Service Design Psychology Film and Video/Photography Social Impact Design Robotics, Accessory Design Exhibition Design Artificial Intelligence Immersive Media Design Minor in any SoD Specialisation

**Specialisation & minors to be opted after 1st year depending on the selected programme
Credits would depend on the Minors/Exploratoy courses chosen during the Programme duration

Ph.D.

SCHOLARSHIPS

Up to 100% Scholarship* Based on Entrance Exam; 50% Seats Reserved for Girls

Sports Scholarships*

Freeships* to Underprivileged Students

33% Fee Concession for Bonafide Uttarakhand Students

*T&c apply. For more details, visit upes.ac.in

Student Projects



AI-based telemedicine app to predict COVID-19

Ambika Negi, along with the Associate Professor, Dr. Anirban Chowdhury, designed and developed an AI-based telemedicine app 'Spotdoc.' The app predicts if someone is a COVID-19 suspect using AI to analyze the symptoms. It can also monitor blood pressure and heart rate, specialists' recommendation, and comes with SOS call button.



Interactive learning set-up for primary students

Chukku-Mukku is a tangible interactive set-up for improving learning experience of primary school children in rural India. The project was developed by design students Krishna Kant Gupta, Shubhangi Agarwal and Elissa Das under the guidance of faculty- Dr. Anmol Srivastava and Mr. Rakesh Sah.



Technology that connects with plants

Prateek Vishwakarma developed an ingenious futuristic technology, Trixie, which uses Tangible User Interface to interact with plants. Learning from his failure to care for a plant, he and his classmates, Arushi Jindal and Yukta Sharma, developed this technology. Trixie can respond to greetings like 'Hi Trixie', monitor and inform the soil's moisture content and turn itself into an LED lamp. That's an innovation that will revolutionize how humans interact with nature and help save the depleting green cover around us.



An IoT device that helps the hearing impaired

Buzz is a smart home environment for the hearing impaired created by Abhyuday Chandravanshi. It is an IoT device that uses morse code to alert the users of their surrounding activities, sounds and helps in communication between the disabled and other family members. The buzz hub installed in different rooms listens to various sounds, recognizes them and alerts the users via smart watches.

Infrastructure that speaks of Design Excellence

Our labs empower students with all the modern techniques that are required to put them ahead in their respective fields as soon as they step out of the university. These labs bring a more practical approach to teaching. The UPES School of Design has over 10 design studios. It also has the latest technologies such as 3D-printing and laser-cutting machines. UPES is also an authorised training centre for Autodesk.

Fashion Design Studio
Wood work studio
Clay Studio
Plastic Studio
Video and Sound Production Studio
Music Production Studio
Ceramic Studio

Cintiq Studio
iMac Studio
CAD Studio
Gaming Studio
Virtual Reality Studio
Animation Studio
Paint Studio






Life @UPES

- Life at UPES is about creating unforgettable memories. It is about young learners **discovering themselves through activities** that enrich their understanding of the world.
- There are twenty student chapters – such as the **Cloud Security Alliance, the Society of Law and Literature, IEEE Branch and Moot Court Association – and several clubs** including National Service Scheme, Vultus and Sanskriti.
- Events such as **Uurja,** the annual youth festival, and **'Wow Wednesday',** a mid-week activity for showcasing talent, bring together students from across all the schools on one stage.
- **Sports activities at UPES** give students the opportunity to compete in a fun, relaxed environment. **Students develop skills such as team spirit, patience and resilience.**
- From learning to **leisure, path-breaking innovations to life-long friendships, life at UPES** is a vibrant blend of everything a learner would aspire for. It is a place that brims with artists, explorers, athletes and innovators.



Enhance your well-being through sports



Become your most creative self



Accomplish fitness goals together



Create rhythms from the soul



Explore learning without limits

Download UPES App

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International students write to us at
international.admissions@upes.ac.in

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