



**VISHWAKARMA**  
**UNIVERSITY**  
*Maximising Human Potential*

University Grants Commission (UGC) Approved State Private University  
Listed with Association of Indian Universities (AIU)

[www.vupune.ac.in](http://www.vupune.ac.in)



# Art & Design

## Bachelor of Design

- Graphic Design
- Product Design
- User Experience Design

## Master of Design

- Graphic Design
- Product Design
- User Experience Design

## Bachelor of Arts & Master of Arts

- Fashion & Apparel Design
- Interior Design & Decoration
- Animation & Multimedia



## Programme Brochure

**Email:**

[admissions@vupune.ac.in](mailto:admissions@vupune.ac.in)  
[connect@vupune.ac.in](mailto:connect@vupune.ac.in)

**Contact Us :**

+91 90670 022 23 / 24 / 25

# Vishwakarma University

Vishwakarma University (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 35 years. The University has been established as a State Private University through Maharashtra Government Act in the year 2017. Being UGC approved, VU is authorized to design and implement its curriculum, conduct examinations, award degrees.

The University focuses on academic excellence, positively impacting the student community and the society at large. The learning model at Vishwakarma University is the combination of knowing, practicing, performing, and reflecting. The "learning by doing" approach practiced through industry participation provides an opportunity for practical and pragmatic learning to students. Through contemporary curriculum and ecosystem of holistic development, the university aims to prepare learners for fulfilling career paths.

## Vision

Emerge as a Premier University Recognized Internationally for Excellence in Education, Research and Innovation.

## Mission

- To impart contemporary transformative education through research and innovation.
- To develop competent leaders-professionals for life and livelihood.
- To co-create human and socio-economic capital par excellence.
- To inculcate life skills and holistic culture appreciating morals and ethics.

## Values

We Value... We Believe in...

- Adaptability
- Compassion
- Diversity
- Excellence
- Innovation
- Responsibility
- Sustainability
- Transparency



## Vishwakarma University Advantage

### Robust Academic Framework

- Choice Based Credit System (CBCS)
- Outcome Based Education (OBE)
- Employability Enhancement Inputs
- Innovative Pedagogy and Assessment

### Vibrant Learning Ecosystem

- Interdisciplinary Approach
- Experiential & Blended Learning
- Industry Projects
- Concurrent Evaluation

### Global Approach to Education

- MoUs with Foreign Universities
- International Projects and Assignments
- Inculcating global mindset in Students
- Global Internships and Placements

At VU students pursue their academic goals in an environment designed to inspire, support, and empower them. Through rigorous teaching-learning, research, innovation, exposures, insights and practice VU aims to prepare students for life and livelihood.

### EXPOSURE

- Conferences and Summits
- Shadowing Professionals
- Online Courses and Webinars
- Research Assignments
- Career Counselling
- Domain Seminars
- Guest Lectures
- Social Immersion Projects

### INSIGHTS

- Psychometric Profiling
- Mentoring by Faculty Team
- Industry Advisory Boards
- Clubs and Forums
- Employability Enhancement Programme
- Interviews of Industry Professionals
- Study Tours to Workplaces
- Mentoring by Industry Professionals

### PRACTICE

- Hands-on Workshops
- Industry Assignments
- Incubation Support
- Competitions
- Internships
- Freelancing
- Live Projects
- Collaborative Initiatives





## Programmes

### B.A. - Fashion & Apparel Design

**Duration :** 3 Years – 6 Semesters – Full Time

**Eligibility :** Class 12 or equivalent examination with 45%marks from any stream of any recognized board (40%for reserved category)

**Careers :** Fashion Designer, Fashion Merchandiser, Fashion Consultant, Textile Designer, Production Manager, Pattern Maker, Fashion Stylist.

**Highlights:** Programme provides an overview of the fashion industry with emphasis on product development. Situate fashion in the broader study of design utilizing aesthetic, cultural, economic, geographic, historic and technological frames of reference. Opportunity to learn, imagine, collaborate and create original designs that can make the transition from the runway to the racks.

### M.A. - Fashion & Apparel Design

**Duration :** 2 Years – 4 Semesters – Full Time

**Eligibility :** Bachelor Degree in any subject from any recognized University or equivalent.

### B.A. - Interior Design & Decoration

**Duration :** 3 Years – 6 Semesters – Full Time

**Eligibility :** Class 12 or equivalent examination with 45%marks from any stream of any recognized board (40%for reserved category)

**Careers :** Interior spaces Designer, Furniture Designer, Exhibition Designer, Kitchen Designer, Lighting Designer, Residential Designer, Commercial Designer and Project Manager, Landscape Architect, Industrial Designer, Floral Designer, Set Designer.

**Highlights:** Programme is aimed to provide holistic material management, diagnostic design problem solving skills essential for situations in interior design field. The programme acquaints students to global aspects of Interior Design and Decoration.

### M.A. - Interior Design & Decoration

**Duration :** 2 Years – 4 Semesters – Full Time

**Eligibility :** Bachelor Degree in any subject from any recognized University or equivalent.

### B.A. - Animation & Multimedia

**Duration :** 3 Years – 6 Semesters – Full Time

**Eligibility :** Class 12 or equivalent examination with 45%marks from any stream of any recognized board (40%for reserved category)

**Careers :** Story Board Artist, 2D / 3D Motion Graphics Animator, Multimedia Artist, Pre-production Artist, VFX.

**Highlights:** The programme shapes / transforms creative ideas to get the required content form. It has an amalgamation of various concepts, content, formats, audio, video, pictures into animation.

### M.A. - Animation & Multimedia

**Duration :** 2 Years – 4 Semesters – Full Time

**Eligibility :** Bachelor Degree in any subject from any recognized University or equivalent.

## BACHELOR OF DESIGN

(Graphic Design | Product Design | User Experience Design)

**Duration :** 4 Years – 8 Semesters – Full Time

**Eligibility :** Class 12 or equivalent examination with 45% marks from any stream of any recognized Board (40% for Reserved category)

**Careers :** Information System Designer, Design Consultant, Visual Merchandiser, Web Designer, Product Designer, Industrial Packaging consultant, Commercial strategy consultant, Prototype Developer, UI/UX Designer, Interaction Designer

**Highlights :** The programme is aimed at creating professionals, who can contribute to varied fields of design and its professional application fulfilling the needs through thoughtful communication. Blend of theoretical knowledge, hands on experience, projects and emerging trends in technology, contributes to new age careers in the diverse industries / domains.

### 'Learning by Doing'

Design shapes objects, determines environments, communication and our interactions. Design education at Faculty of Art & Design, Vishwakarma University is all encompassing and coexists in an active triadic relationship with design education, design research and design practice. Creative practices at the department entail a strong connection between the hand, the mind and the eyes. This critical approach to design demands clear conceptual thinking, along with the skills and craftsmanship to translate ideas into beautifully executed work. The B.Des programme at Vishwakarma University develops Knowledge, Skills, Abilities and Aptitude in students to make them creatively solve problems and to encourage a spirit of innovation in the industry. It endeavors to promote a long-term interaction and develop a symbiotic relationship between academia, industry and government bodies.

## MASTER OF DESIGN

(Graphic Design | Product Design | User Experience Design)

**Duration :** 2 Years – 4 Semesters – Full Time

**Eligibility :** Bachelor (12+4) Degree in any subject from any recognized University or equivalent.

### Teaching-Learning System

The structure of the design programme is a combination of skill development, skill enhancement, design projects, hands-on experience and field work, supported by theoretical lectures. The design programme is a combination of following courses :

**TYPE A** • Hands-On-Learning  
**80%** • Design projects  
• Field/Industry Visits

**TYPE B** • Theoretical knowledge  
**20%** • Historic perspective



**Association with NTU Singapore for faculty capacity development & student internships of Art & Design.**



### Trusha Vasulkar (Bachelor of Design - 2017 - 21)

*The academics at Vishwakarma University, lean mainly towards projects and hands-on experiences in most of the domains. This has helped me a lot in terms of enhancing observation skills and being attentive to minute details. Exposure is something students desire for. At VU, our Placement cell conducts training sessions to prepare us strong and upfront to any and every challenge in our path. The campus has a 'happy vibe': you'd always see students doing something or the other and engaging themselves in various activities. It's really fun being at campus and gets you in the mood to learn new things.*



### Nikita Hanche (Master of Design - 2018 - 20)

*I really appreciate Vishwakarma University for providing me the necessary knowledge and wisdom of my M.Des course. They have taken immense efforts to support me in my career growth by carving-out an excellent graphic designer. Faculty as well is full of dedication and passionate about their profession. Placement team was highly effective at their efforts who provided me with 2 major industry projects in MNC and domestic company. I am thankful to the management for overall self development with a very friendly and active atmosphere at campus including the workshops, exhibition and other events.*



## GOVERNANCE

Vishwakarma University is governed by Bansilal Ramnath Agarwal Charitable Trust (BRACT). VU has Well-established Governance Mechanism defined by its Governing Council, Board of Management, Academic Council, Board of Examination, Board of Research and Innovation, Board of Studies, Academic Advisory Boards, Internal Quality Assurance Cell, Grievance Redressal Cell, etc.

## ACADEMICS

VU offers UG and PG education in varied streams such as Engineering, Management, Art, Design, Architecture, Pharmacy, Law, Journalism and Mass Communication, Humanities, Social Sciences, and beyond. Variety and depth of Foundational, Core, Elective, Ability Enhancement, Domain-specific, Audit, and General Interest Courses offers academic options to students suiting their unique interests.



## FACULTY

At VU academic group of scholars and researchers supports the mission of contemporary transformative education and real-world experience. Faculty also includes professors and professionals with outstanding national / international education backgrounds, experiences, and orientations. These educators, by encouraging, engaging and challenging, positively influence the lives of students.



## RESEARCH & INNOVATION

To help tomorrow take shape, committed, collaborated research and innovation efforts are carried out at VU, to identify and solve problems, enriching people's lives and creating lasting local, national and international impact. Multiple research areas are covered relevant to specific areas of expertise. The research culture underpins principles, values, and high standards.



## MENTORING

Professional as well personal mentoring at VU guides and supports the students to gain social and academic confidence, develop communication, seek practical advice, identify goals and establish a sense of direction. Mentoring help student to unlock their potential, promote their academic success and fuels their growth throughout their education journey.





## CAREER SUPPORT

### Career Progression Pathways

The students are encouraged to consider multiple pathways and select the best one. The support is extended to all the students w.r.t. following pathways:

- Jobs (Private Sector / Government Jobs / Social Enterprises)
- Business (New Venture / Professional Practice / Family Business)
- Further Studies (Within Country / Study Abroad / Research Careers)

### Career Success Factors Model

The Vishwakarma University has evolved a conceptual model regarding career success. The key aspects are as follows;

- Knowledge (Applied & Fundamental Domain Knowledge | Inter-Disciplinary Knowledge | Industry Awareness | Current Affairs)
- Skills (Functional Domain specific Skills | Interpersonal Skills | Self-Management Skills | Use of State-of-the- Art Tools)
- Attitude (Continuous Learning | Positive Approach | Commitment to Work | Professional and Civic Values)

### Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University has developed a comprehensive programme for the students to make them career ready and provide them job opportunities. The purpose is to help prepare students for career progression and placement over and above academic inputs by engaging with industry professionals, corporate trainers, and expert faculty.

The training includes Courses, Tests, Quizzes, Assignments, Interactions, Role Plays, Activities, and Projects.

The placement includes on-campus, off-campus, pool campus, and virtual campus placement drives.

### Industry Engagement

Industry Advisory Boards | Industry on Campus | Interact with Industry Leaders | Events and Sponsorships | Institution-Industry Interaction Cell | Incubation Facility | MoUs with Industry | Centres of Excellence

### Top Sectors for Jobs and Internships

Agriculture & Allied | Banking & Financial Services | Consulting, Analytics, Research | Education, Training, E-Learning | Manufacturing, Engineering, Automobile | Food & Beverages | Apparels & Accessories, Consumer Durables & Electronics | Healthcare, Pharmaceutical | IT & ITes | Media, Entertainment, Advertising | Real Estate, Infrastructure, Construction | Hospitality, Tourism | Retail & E-Commerce | Professional Services - Legal, Counselling, Interior & Architecture, Branding & Design

### Global Exposure

#### International Collaborations for Student Exchange, Faculty Exchange, Research, or Internships

Korea Institute of Science and Technology, South Korea | State University of New York, Binghamton, USA | National University, USA | The University of Ngaoundere, Cameroon | Wufeng University, Taiwan | Ontario Universities International | Hof University of Applied Sciences, Hof, Germany | IMT Lille Douai, France | Kasetsart University, Thailand | Asian Institute of Technology, Bangkok, Thailand | Chulalongkorn School of Integrated Innovation, Thailand | School of Computing, National University of Singapore, Singapore | Energy Research Institute, NTU, Singapore

### Career Support Declaration

We, at Vishwakarma University, provide assistance to interested candidates in meeting their career advancement goals with respect to job, entrepreneurship, competitive exams, and further studies. Our endeavor is to provide them wider exposure, greater insights, and better practice to be career ready. Employability enhancement inputs and multiple job opportunities are provided to registered students. However, Vishwakarma University does not guarantee a job.



**LIFE AT VU**

At Vishwakarma University, the pursuit of wisdom is constant which guide the students to carve out successful and meaningful life for themselves and make world a better place.

**EXCELLENCE** **FULFILLING** **RESEARCH** **INNOVATIVE** **SAFE** **PASSION** **ETHICAL** **ETHICAL** **EXPERIENTIAL** **HOLISTIC** **INSIGHTFUL** **EMPLOYABILITY** **DIVERSE** **ENRICHING** **ENGAGING** **PROFESSIONAL** **SUSTAINABLE** **TRANSPARENT** **EXPOSURE** **TRANSFORMATIVE**



## Industry Connect - Centres of Excellence

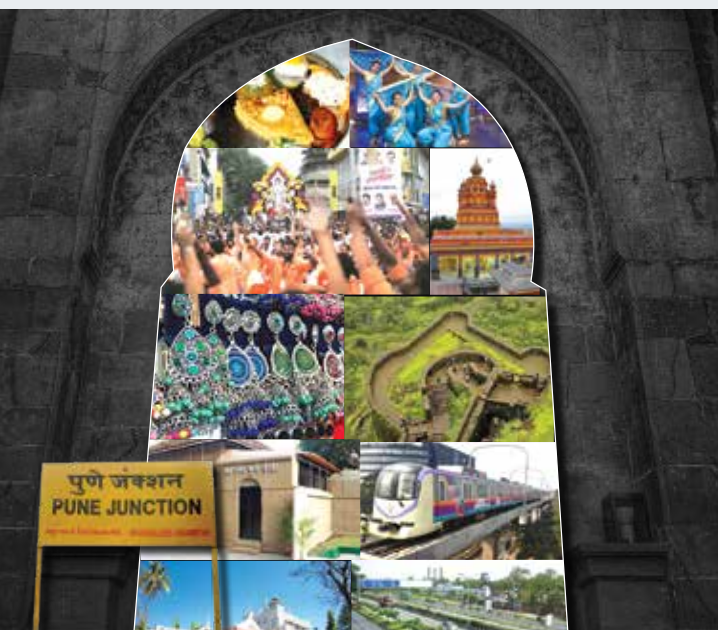
- Center of Excellence for Design Thinking and Innovation in collaboration with the State University of New York at Binghamton
- Center of Excellence for Water Quality in collaboration with Wilo
- Center of Excellence for Energy and Sustainability
- Center for E-Learning
- Center of Communication for Development

- Center of excellence for Media, Entertainment, Events and Tourism in collaboration with Wizcraft
- Center of Excellence for Biosystems, Biomedical and Drug Delivery Technologies
- Center of Excellence for Emerging Digital Grid and E-Mobility
- Center for Industry 4.0
- VU-IQUBE
- Unity Center of Excellence
- Center of Excellence for Innovation in Built Environment and Research Generation- i-BERG

## Our Associates



## Industry Collaborations



## Life @ pune

Pune, recognized as Oxford of the East, has everything that a prospective student would want when looking for affordable higher education options. The Educational environment in Pune is among the most conducive in the country for the intellectual development of students.

Pune is regarded as one of the safest cities in the country. It has a perfect blend of rich culture, heritage & Modernization. Best educational opportunities along with pleasant weather condition and metropolitan lifestyle make Pune City an attractive career destination for aspiring youngsters.

## Hostel

Separate accommodation and food facility for Boys and Girls on a first come first serve basis. Refer "Hostel Brochure" to know more.



## Vishwakarma University, Pune

Survey No. 2, 3, 4 Laxmi Nagar, Kondhwa (Bk.) Pune - 411048. Maharashtra, India.