



**VISHWAKARMA
UNIVERSITY**
Maximising Human Potential



A Legacy of
VIT, PUNE

ART & DESIGN



**SKETCH
STYLE
ANIMATE**

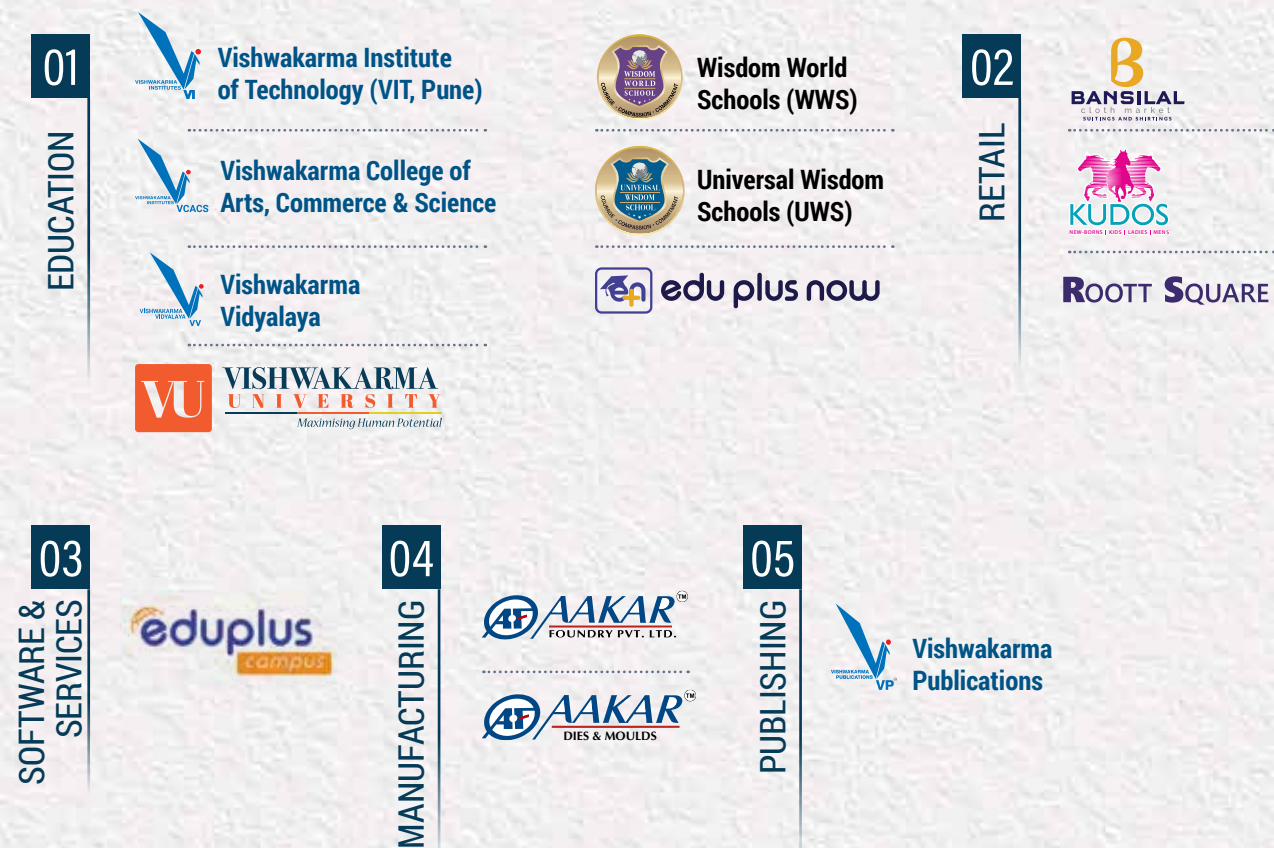
FASHIONING THE FUTURE OF ART

THE VISHWAKARMA GROUP

40+ Years of Trailblazing Excellence






Welcome to The **Vishwakarma Group, Pune** – where education, innovation, and entrepreneurial spirit converge for a brighter tomorrow! With a legacy spanning four decades, we have been rewriting the story of education and development. From classrooms to boardrooms, from the foundry floor to the digital space, we are all about building people, products, and possibilities.

Sectors That Build the Future



Panchmahabhuta The Five Core Values of The Vishwakarma Group

At the heart of our philosophy lies the concept of **Panchmahabhuta** – the Five Core Values inspired by the timeless elements of nature. These guiding principles shape every aspect of our journey and drive us towards creating a meaningful, and lasting impact.

-  **Respect and Trust**
-  **Live with integrity
Abide by the law**
-  **Continuous pursuit
of knowledge**
-  **Humility, Empathy,
Perseverance**
-  **Individualised attention to
every student/customer**

VISHWAKARMA UNIVERSITY

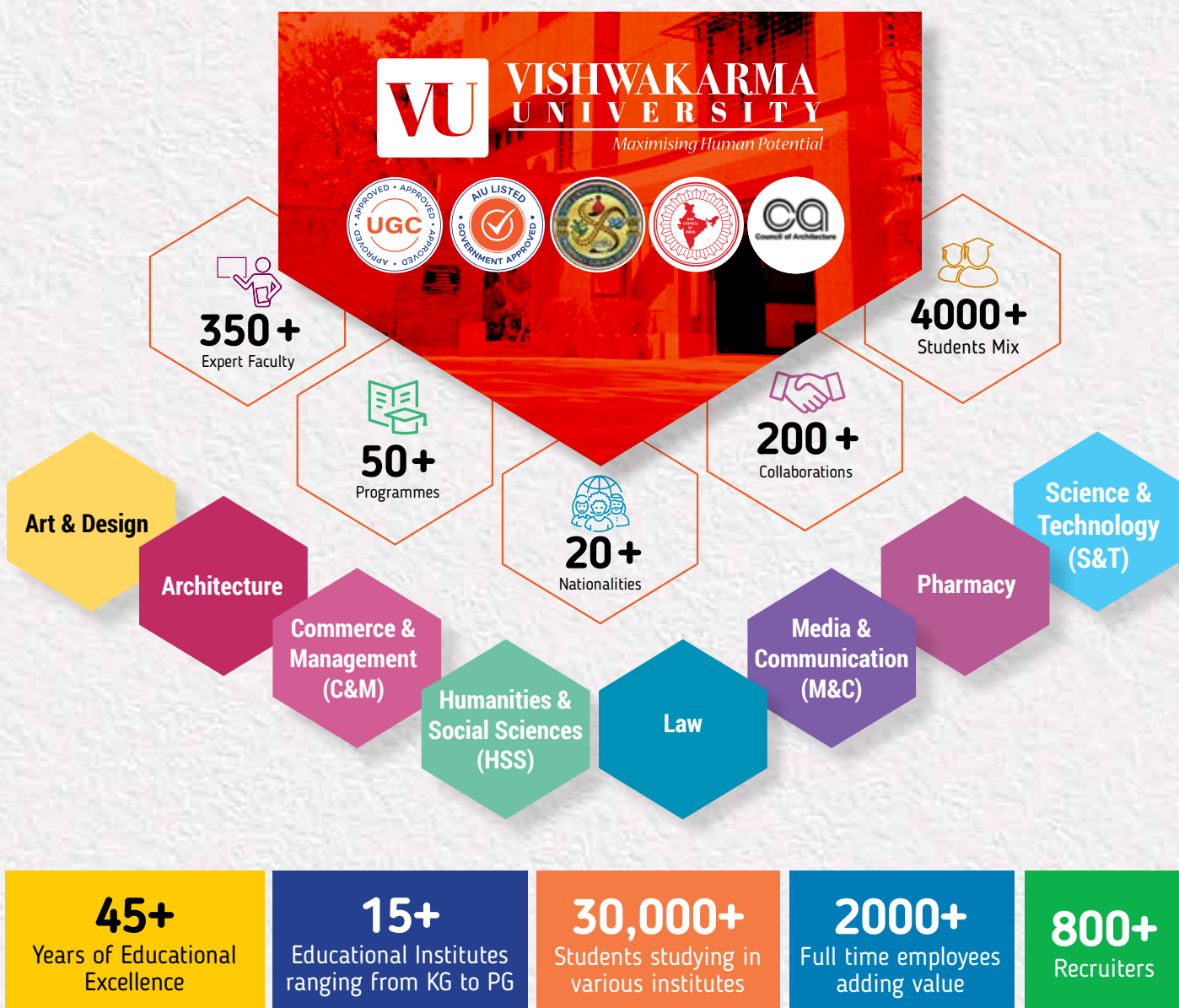
Vishwakarma University, Pune (VU) is a proud extension of the Vishwakarma Group of Institutions, building on an educational legacy that has spanned over 40+ years of excellence.

- A State Private University, founded through the Maharashtra Government Act.
- Recognised by the University Grants Commission (UGC), VU has the authority to design courses, conduct exams, and award degrees.
- A proud member of the Association of Indian Universities (AIU, New Delhi).
- Programmes at VU are accredited by relevant councils:
 - Pharmacy: M.Pharm, B.Pharm, and D.Pharm programmes are approved by the Pharmacy Council of India, New Delhi.
 - Law: BBA LLB and LLB programmes are recognised by the Bar Council of India, New Delhi.

- Architecture: The B.Arch programme is accredited by the Council of Architecture, New Delhi.

At Vishwakarma University, we aim for academic excellence, striving to make a positive impact on our students and society as a whole. Our learning model blends theory with hands-on experience, empowering students through a 'learning by doing' approach. We actively engage with industries, allowing students to apply knowledge in real-world scenarios and gain practical insights.

With a contemporary curriculum and a strong ecosystem for holistic development, VU is dedicated to preparing students for successful, rewarding careers.





Emergence as a premier university recognised internationally for excellence in education, research and innovation.



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.



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

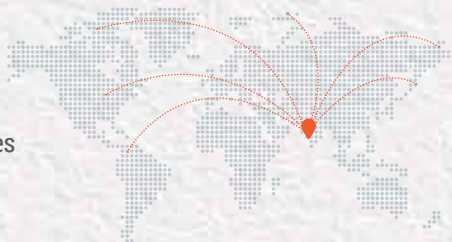
Diversity at VU

Student diversity plays a key role in preparing our students to thrive in a global society. By bringing together individuals from different races, cultures, and backgrounds, we create an enriching learning environment. We actively promote awareness, foster understanding, and challenge stereotypes, encouraging students to embrace diversity.

Internationalisation



- Educator Access
- Experiential Learning Content
- Funding for Education, Training, Youth and Sport
- Immersive Programmes
- Mentorship from faculty & Research staff
- Research Projects
- Satellite Centers
- Scholarships
- Student and faculty Exchanges
- Think-Tanks



Rankings and Recognition



1000+
DIVERSE INDUSTRY
LINKAGES

800+
STUDENT PROJECTS
& INTERNSHIPS

500+
ESTEEMED CAMPUS
RECRUITERS

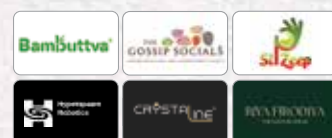
Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University (VU) is committed to providing student placements support, wider exposure, greater insights, and better practice to ensure that students are career-ready. The goal is to maximize students' potential for life and livelihood.

HIGHER STUDIES



ENTREPRENEURSHIP



PLACEMENT

Science & Technology	Commerce & Management	Art & Design
22.00 LPA	11.70 LPA	10.00 LPA
Pharmacy	Media & Communication	Humanities & Social Sciences
7.00 LPA	5.00 LPA	4.56 LPA



**Innovative Solutions for
Modern Challenges**

DISCOVER YOUR CREATIVE SPARK WITH VISHWAKARMA UNIVERSITY

Innovative Solutions for Modern Challenges

Vishwakarma University's School of Design in Pune is a top choice for a B.Des. degree, offering specialisations in Visual Communication Design, Product Design, and Interaction Design. With a strong focus on innovation, interdisciplinary learning, and real-world application, the program nurtures creativity and critical thinking.

Students gain hands-on experience in design processes, from observation to execution, while engaging with industry and research. At VU, design education is not just about academics—it's a transformational journey.

Make your passion into a profession and redefine the art of design with us! Whether you are sketching your wildest dreams or designing the next big product, we have you covered with our dynamic programmes:

B.A. | M.A
in Animation & Multimedia

B.F.Tech
Bachelors in Fashion Technology

B. DES. | M. DES.

B.Des
- Visual Communication Design
- Product Design
- UX and UI Design

M.Des
- Product Design
- Graphic WWDDesign
- UX Design

Who is Eligible?

- Passed the 10+2 exams
- In the qualifying test, candidates must have scored at least 45% (40% for those in the reserved category)
- Passed D. Voc. Stream in the same or related sector

Key Highlights

- Emphasis on Design Thinking
- Focus on Critical Visual Analysis
- Access to advanced tools like 3D Printing and Laser Cutting Machines
- Vast Network of Industry Experts
- Pathways to Distinguished Careers



USPs of Art & Design at VU

Vishwakarma University's School of Design offers programmes that combine creativity, innovation, and practical skills across Visual Communication, Product Design, and Interaction Design. Our curriculum is designed to nurture students with a forward-thinking, interdisciplinary approach, preparing them to tackle real-world challenges. At VU, design is not just about academics; it's a transformative journey where students develop the skills to turn ideas into impactful, user-friendly solutions. With strong ties to industry and government, we create an environment where creativity thrives and prepares students for a successful design career.

- Master the entire design process: from data collection and analysis to creative implementation.
- Specialise in targeted design sectors while applying design fundamentals and problem-solving strategies.
- Conduct interdisciplinary research for effective, audience-specific design solutions.
- Embrace ethical design principles in diverse contexts.
- Communicate ideas through both traditional and digital drawing methods.
- Collaborate effectively within dynamic design teams to solve real-world challenges.
- Develop user-friendly products with seamless interfaces, combining creativity and professionalism.
- Encourage lifelong learning to adapt to technological advancements and industry changes.
- Contribute to professional design practice, addressing commercial requirements and human factors.

Career Opportunities

Fashion Technology

Fashion Designer | Fashion Merchandiser | Fashion Consultant
| Textile Designer | Production Manager | Costume Designer
| Wardrobe Consultant | Fashion Stylist | Fashion Writer /
Journalist | Retail Buyer | Visual Merchandiser.

Animation & Multimedia:





Story Board Artist | 2D / 3D Modeling Designer | Motion Graphics
Artist | Multimedia Artist | Pre-production | Post-production
| VFX | Web Designer Artist | AV Editor | Sound Engineer |
Character Artist | e-Learning Artist.

B. Des. & M. Des.:

Information System Designer | Design Consultant | Visual

Merchandiser | Web Designer | Product Designer | Industrial
Packaging Consultant | Commercial Strategy Consultant |
Prototype Developer | UI/UX Designer | Interaction Designer
| Pre-production Artist | Concept Artist / Photoshop Artist |
Texturing Artist / Digital Painter | Matte Painting Artist / 3D
Modelers | 3D Texturing Artist / Lighting Artist | Effects Artist
/ Rendering Assistant | Storyboard Artist | Production Manager
/ Project Manager | Art Director | Furniture Designer | Creative
Director | User Experience Designer | Art Director | Brand Identity
Designer | Illustrator | Advertisement Consultant / Creative
Director | Typography Artist | Branding Artist | Concept Artist
| Colour, Material, Finish Technologist | Manager, Designer,
Consultant, Researcher in UX Design, Graphic Design & Product
Design

Placements

 ₹11.00 LPA	 ₹10.50 LPA	 ₹10.00 LPA	 ₹10.00 LPA	 ₹9.00 LPA	 ₹08.42 LPA	 ₹08.00 LPA	 ₹06.60 LPA
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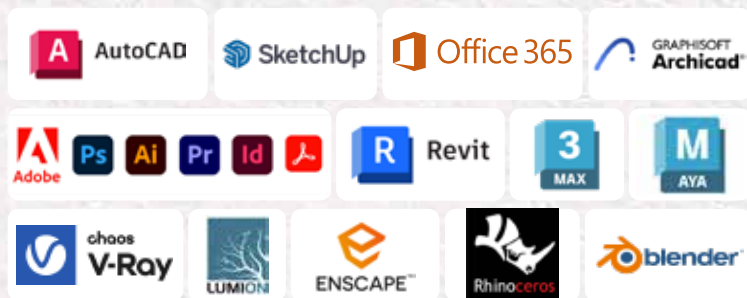
Industry Tie-ups

We don't just talk. Our collabs, like the **Bamboo Makhar Design Project**, prove we walk the sustainable walk. It's all about crafting eco-friendly products and empowering local artisans.

We are also empowering futures with our industry partnership with Zensar Technologies. This collaboration bridges academia and innovation, offering students hands-on learning and exposure to cutting-edge industry practices.

Infrastructure Facilities

- State of the art Computer labs with latest softwares AutoCad, SketchUp, Adobe suits, Microsoft office 360, BIM softwares like Revit, ArchiCad, 3DS Max, rendering softwares like lumion, V-ray, Enscape, Blender, Maya, Rhinoceros 3D
- Mac lab
- Fully functional Wi-Fi campus
- Material lab
- Environment and surveying lab
- Classes with projectors and drawing & drafting boards



Activities

- V-kyaat - Students annual exhibition
- Abhikalp - Students annual exhibition
- Parinati
- Various workshops
- Study tours






Calling All Aspirants!


What are you waiting for? Join **Vishwakarma University's School of Design**, where ideas are not just dreamed—they are designed!

Follow Us



Admissions Office

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Maharashtra, India.

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 **+91 9590300911**

 www.vupune.ac.in

SCAN ME!



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**Your Design Journey Starts Here. Are You
Ready to Make Your Mark?**
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