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ADMISSIONS OPEN



UPES

UNIVERSITY OF TOMORROW

SCHOOL OF DESIGN

B.Des. | M.Des. | Ph.D.

ADVANCED ENGINEERING | COMPUTER SCIENCE | DESIGN | BUSINESS | LAW | HEALTH SCIENCES AND TECHNOLOGY | MODERN MEDIA | LIBERAL STUDIES

About UPES

Established through the UPES Act, 2003 of the State Legislature of Uttarakhand, UPES is one of the top-ranked, UGC-recognized, private universities. As per the National Institutional Ranking Framework (NIRF) 2023, Ministry of Education, India, UPES has been ranked 52, with rank 54 in engineering and rank 39 in management. In addition to this, the university was recently ranked 243 in Asia and the 3rd best private university in India by the QS World Rankings 2023. UPES has also been accredited by NAAC with an accreditation grade 'A' and has received 5-Stars on Employability (placements), by globally acclaimed QS Rating, with 90%+ placements over the last few years.

UPES offers graduate and postgraduate programs through its eight schools: School of Advanced 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 with about 13,000 students and 1500+ faculty and staff members. Given its industry-oriented programs and emphasis on holistic development, UPES graduates are a preferred choice for recruiters.

UPES faculty members are an illustrious group, with over 750+ academicians from world-renowned institutions such as Oxford, Cambridge, Harvard, Stanford, UC Berkeley, Yale, MIT, Cornell, Columbia, Imperial College London, IISc, IITs, IIMs, National University of Singapore, Tokyo etc. and includes Rhodes, Fulbright, Commonwealth, Chevening, DAAD, Eiffel and Erasmus scholars. 25 UPES faculty members are on the list of top 2% researchers in the world, popularly known as Stanford list and four of the faculty members at UPES have found a place in one of the most coveted "Highly Cited Researchers" list published by Clarivate.



Ranked 52nd
University in India



Accredited
Grade 'A' by NAAC



Ranked 243 in Asia as per
QS Asia University Rankings 2023



Perfect score of 150/150 as a testament
to exceptional E-Learning methods

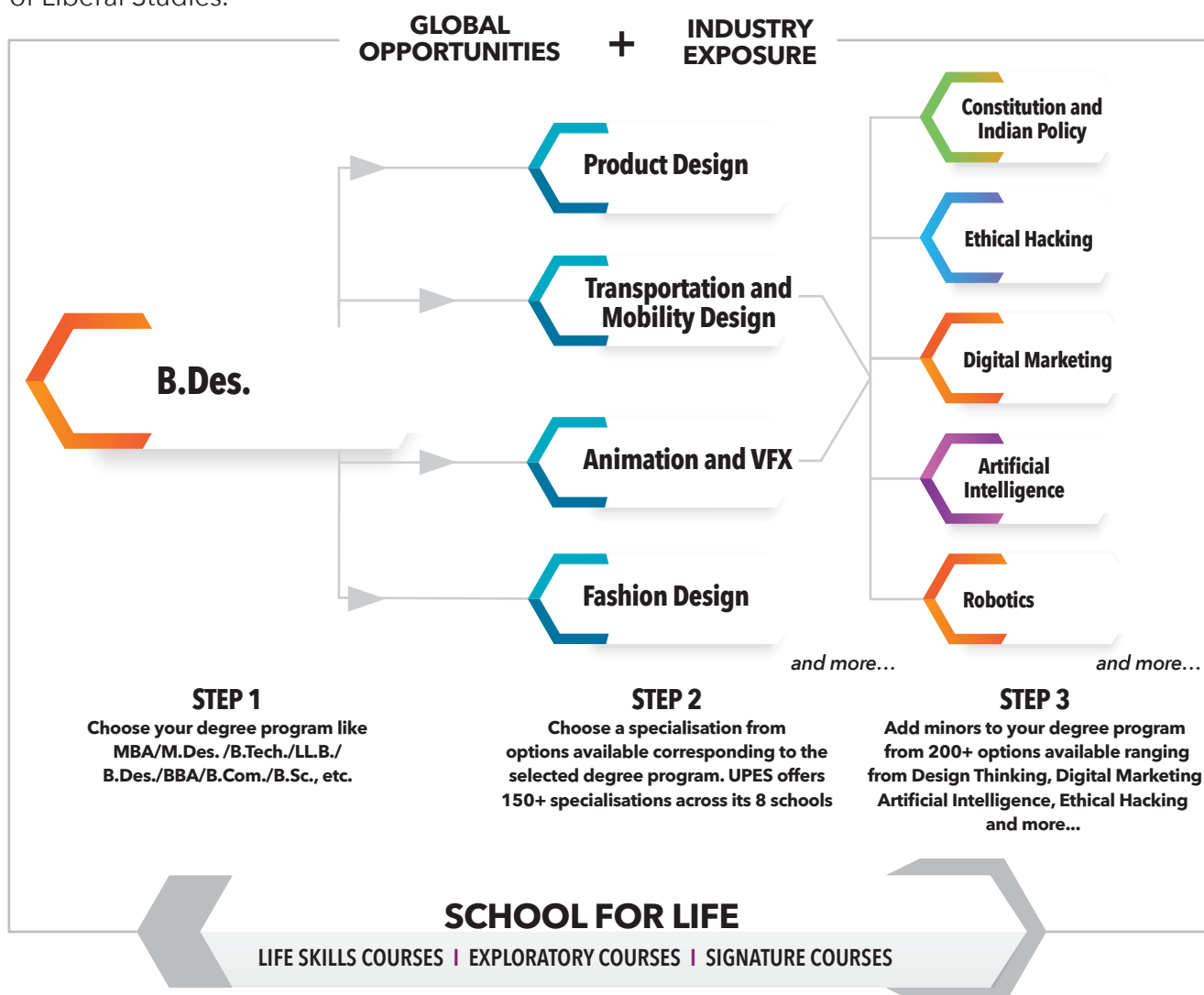


Design Your Own Degree

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 Advanced 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



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 program 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.



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.



'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.



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

Study abroad opportunity at **The University of California-Berkeley**



Student exchange opportunities at the World's Top Universities such as
University of Adelaide - Australia
University of Essex - UK
IED - Italy
Memorial University of Newfoundland - Canada
I'Ecole de design Nantes Atlantique (EDNA) - France
The Sustainable Design School - France
The University of Sunderland - UK
University of Essex - UK
University of Law - UK
Nottingham Trent University - UK
University of Akron - USA

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



Master's Progression in International Partner Universities after completing Bachelor's from UPES

Semester abroad with a tuition fee waiver at **The University of Law-UK**
University Canada West - Canada & UE - Germany



Credit Transfer Program Facilitating Progression Opportunity to International Partner Universities

Assistance for International Internships/ Projects



Co-teaching by International faculty from
The University of Law-UK
UE - Germany
University Canada West -Canada & INT-Israel

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



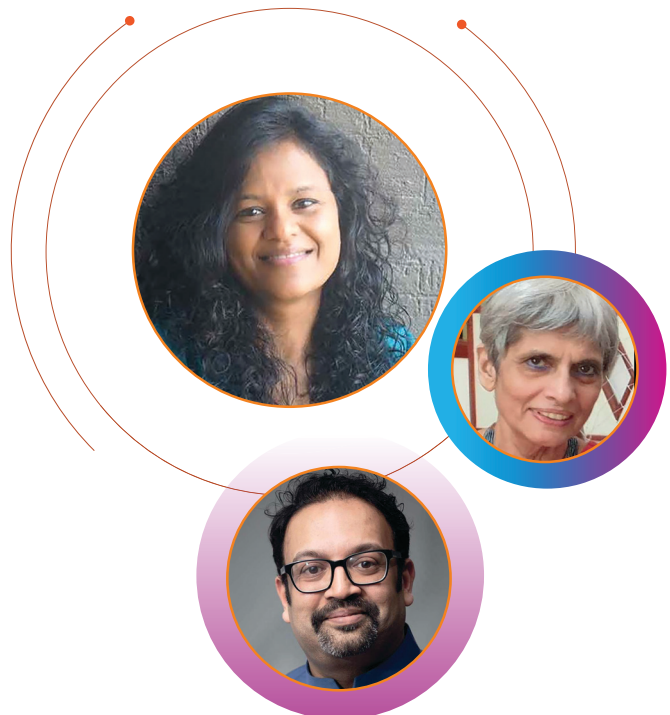
Tech Mahindra and more

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 development 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.

Prof. Phani Tetali
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

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

**Lifetime
Placement
Assistance
for Alumni**

**Top 10%
Avg. CTC
12 L**



Programs Offered

B.Des.

CORE	SPECIALISATIONS* (Choice based in 2 nd year)	MINORS* (Indicative list) (Choice based in 2 nd year)
B.Des.	Product Design	Service Design
	Transportation and Mobility Design	Psychology
	Graphics and Communication Design	Film and Video/Photography
	Animation and VFX	Social Impact Design
	User Experience and Interaction Design	Robotics, Accessory Design
	Fashion Design	Exhibition Design
	Interior and Retail Space Design	Artificial Intelligence
	Game Design	Immersive Media Design
Global Programs - 2 years in UPES + 2 years in overseas University		
B.Des.	Specialisation as per Partner University -Nottingham Trent University	Minor in any SoD Specialisation

M.Des.

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

Integrated Programs

CORE	SPECIALISATIONS* (Choice based in 2 nd year)	MINORS* (Indicative list) (Choice based in 3 rd year)
Integrated (B.Des.) - (M.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	
	Interaction Design	
	Fashion Design	
	Graphics Design	

Ph.D. Programs[#]

Ph.D. (Design)

[#]Specialisation & minors to be opted after 1st year depending on the selected program. Credits would depend on the minors/exploratory courses chosen during the Program duration. The program offerings are subject to approval of the UPES Academic Council and the University reserves the right to add, drop and modify programs at its discretion at any point of time without prior notice. For more details, visit research.upes.ac.in, email at phd@upes.ac.in or call 9997101439

Scholarships

Up to 30% Merit Scholarship* based on CUET score/JEE/Class 12 marks
(UG programs only)



20% Merit Scholarship*
for girl Students (UG programs only)



Sports
Scholarships*



Freeships* to
Underprivileged
Students

30% Fee Concession* for Bonafide Uttarakhand Students

*T&C apply. A student/applicant will be eligible for only one type of scholarship/concession in a given academic semester or year. If student is awarded a particular scholarship/concession but also meets the criteria for one or more than one scholarship/concession at UPES including Domicile (as mandated by regulation), student shall receive the highest of the scholarship/concession offered but not both. Further, for clarity purposes, Domicile or any other scholarship/concession not opted shall be deemed to be waived by the student. Said student shall have no claim on Domicile or other scholarship/concession so waived against UPES. For more details, visit upes.ac.in.

*For more details, visit research.upes.ac.in, email at phd@upes.ac.in or call 9997101439



Academic Excellence

Faculty From Renowned Global Institutions



HARVARD
UNIVERSITY



COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

Yale



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



UNIVERSITY OF
OXFORD

Leading Scholars as faculty



COMMONWEALTH
SCHOLARSHIPS



FULBRIGHT
Association



RHODES
SCHOLARSHIP



Erasmus+

DAAD

25

FACULTY MEMBERS AMONG WORLD'S TOP
2% AND 1% RESEARCHERS AS PER STANFORD
AND CLARIVATE LISTS RESPECTIVELY

Global Pathway Programs

Credit Transfer Program Facilitating Progression Opportunity in **UK**

Start your program journey with UPES (2 year) and complete at Partner University abroad (2 year)



Nottingham Trent
University

Nottingham Trent University



Up to 60%
Cost Savings



Global Degree from
Partner University



Post Study
Work Permit

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



Prof. Phani Tetali is an animator, educator, and cartoonist

In a career spanning over 30 years, he headed the IDC School of Design, IIT, Bombay and ran studios like DQ Entertainment, Danlaw Technologies, and FX Labs. He also established his animation studio in Chennai called 'Animatix' where he made a 13-episode cartoon animation series in Hindi (the first of its kind in India) called 'Tara Ki Duniya'.

Prof. Phani completed his B.Tech. from IIT, BHU, Varanasi, and his M.Des. in Visual Communication from IDC School of Design, IIT Bombay.



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.



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 reinvigorates type and graphic design, drawing inspiration from the Indian culture.



Co-author and published a book on Dehradun

Siddhartha Mukherjee 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.

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.



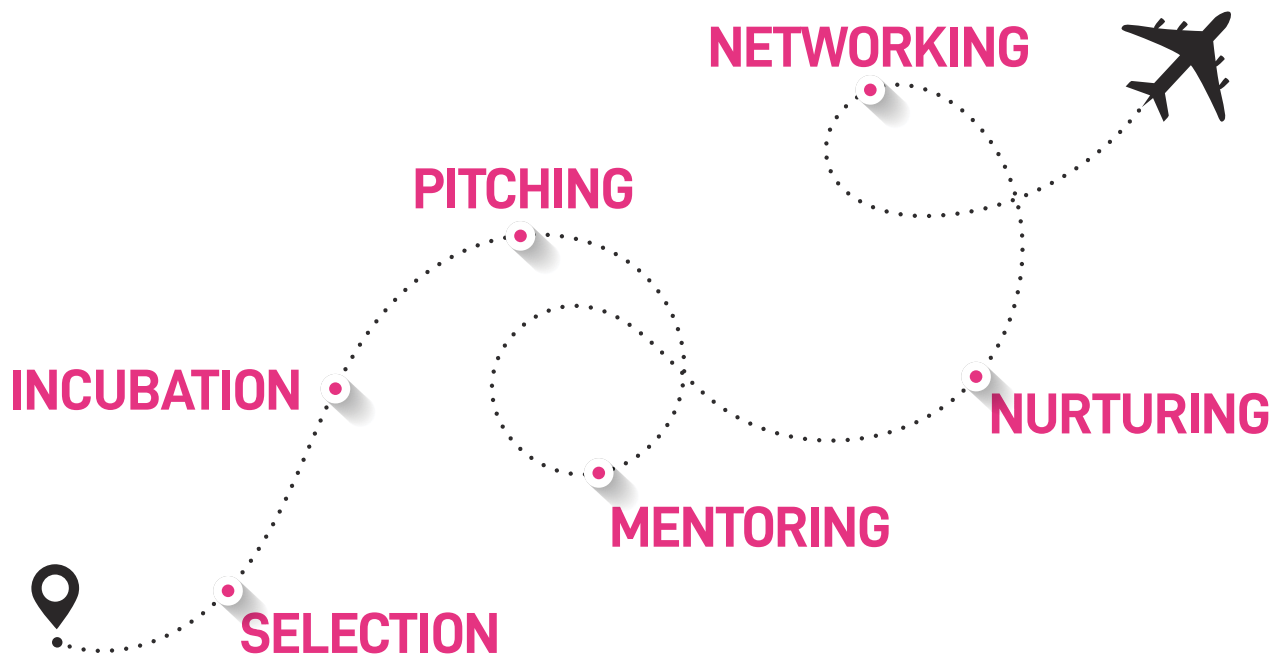
Technology that connects with plants

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.



We help start-ups convert their ideas into real and viable businesses.

Our goal is to help brilliant innovators get through the early stages of setting up a start-up and reach the point where they have made a product/service impressive enough to raise money. This will be done through a mix of mentorship, grants and investments, legal and incorporation support, and allocation of space to work.

OUR FIRST COHORT

About

300
Applications

Received

About

120
Start-Ups

Incubated

1 Lakh

Grant given to
37 Start-ups

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

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

**1800 102 8737 (10 am to 7pm) | enrollments@upes.ac.in |
Energy Acres: Bhidoli via Prem Nagar, Dehradun-248 007 (Uttarakhand), India**