VISHWAKARMA UNIVERSITY
Maximising Human Potential

ART & DESIGN

Where Imagination Meets
Innovation – Design Your Future

Programmes

- **B.F.T. - Bachelor of Fashion Technology**
- **B.A. - Animation & Multimedia**
- **M.A. - Animation & Multimedia**
- **B.Des. - Bachelor of Design (Product / Visual Communication / User Exprience)**

Approvals

- Government of Maharashtra - A State Private University
- University Grants Commission (UGC)
- Association of Indian Universities (AIU, New Delhi)

(Authorized to Design Curriculum, Conduct Examinations, and Award Degrees)

Rankings and Recognition

QS I-GAUGE DIAMOND RATING - 2025

WURI 2025 The WORLD UNIVERSITY RANKINGS for INNOVATION

THE IMPACT RANKINGS 2025

TechEDU India Awards '24

USPs at VU

Curriculum

- NEP 2020-compliant and industry-aligned curriculum combining aesthetics, functionality, and technology.
- Programmes offered in Communication Design, Product Design, UI/UX, Animation and Fashion Technology.
- Emphasis on user-centric design, visual storytelling, digital tools, design research, and sustainability.
- Interdisciplinary approach blending fine arts, technology, and business with global design sensibilities.
- Regular updates through inputs from industry experts, design councils, and academic researchers.
- Capstone projects and exhibitions that encourage self-expression, innovation, and portfolio development.

Pedagogy

- Experiential learning through workshops, critique sessions, and hands-on labs.
- Concept-to-execution teaching methodology with ideation, prototyping, and iteration cycles.
- Collaborative learning across disciplines including tech, business, and social design.
- Continuous mentorship
- Project-based assessments and review formats modeled on international design education systems.
- Integration of digital design tools and software.

Industry Connection & Practical Exposure

- Internships with design studios, fashion houses, production houses and ad agencies.
- MOUs for projects, mentoring, and placements.
- Industry workshops on portfolio development, design thinking, trend analysis, and brand storytelling.
- Guest lectures by national and global design professionals.
- Live briefs, competitions, that mirror real-world creative challenges.
- Student participation in design weeks, fashion shows and film festivals.

Infrastructure & Learning Resources

- Design studios, labs and digital media production.
- Workstations with industry software.
- Fashion labs with sewing machines, draping equipment, and material libraries.
- Access to curated design resources and databases.
- Exhibition space for showcasing student work and public engagement.

Skill & Personality Development

- Workshops on sketching, design thinking, storyboarding, styling, and digital illustration.
- Sessions on portfolio building, self-promotion, and freelancing essentials.

- Personal branding, presentation, and communication skills for creative careers.
- Mindfulness, collaboration, and empathy-building sessions to enhance emotional intelligence.
- Grooming, styling, and articulation workshops tailored for fashion and visual professionals.

Global Exposure & Certifications

- International collaborations and exchange opportunities.
- Value-added certifications.
- Participation in design contests, online studios, and creative residencies.
- Online integration with platforms for niche creative skills.

Student Life & Campus Culture

- Vibrant community of creators, thinkers, and makers driven by expression and experimentation.
- Design conclaves, animation marathons, fashion shows, short film screenings, and cultural fests.
- Student-led clubs.
- Opportunities to contribute to university branding, merchandise design, and campus installations.
- Regular peer exhibitions, open critique days, and industry juries.

Alumni & Success Stories

- Alumni working in design agencies, animation studios, OTT platforms, and fashion houses.
- Startups by alumni in branding, sustainable fashion and digital storytelling.
- Participation in competitions, animation shorts, and UI challenges.
- Strong alumni network contributing as mentors, jurors, and recruiters.
- Stories of transformation from creative beginners to recognized design professionals.

Eligibility, Fees & Admission

- UG Programmes: 10+2 from any stream with passion for art and design. Admission through VU Entrance + Portfolio Review.
- Transparent fee structure and merit-based scholarships.
- Online/offline application support and dedicated design admission team.
- Orientation programme to familiarize students with tools, studios, and the creative ecosystem.

Internationalisation

HARVARD BUSINESS SCHOOL | Hochschule Hof University of Applied Sciences | NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE | Erasmus+ | BINGHAMTON UNIVERSITY STATE UNIVERSITY OF NEW YORK

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

Placement

athenahealth ₹11.00 LPA	Whirlpool ₹10.50 LPA	zensar ₹10.00 LPA	annalect ₹10.00 LPA
HSBC ₹9.00 LPA	accenture ₹08.42 LPA	elasticrun ₹08.00 LPA	Honeywell ₹06.60 LPA

Higher Studies

Entrepreneurship

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.

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.

Admissions Office

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

admissions@vupune.ac.in **+91 9590300911** **www.vupune.ac.in**