



# SCHOOL OF DESIGN

CONFLUENCE OF CREATIVITY, CULTURE AND TECHNOLOGY,





# INDEX



**01**

Confluence of Creativity, Culture  
and Technology

**09**

Stories of Excellence

**03-04**

UPES Advantage

**11**

Industry in the Classroom

**05**

Programs Offered and Scholarships

**13**

Eminent Faculty

**06**

Global Opportunities

**15**

Lab Facilities

**07-08**

Student Outcome

**17**

Design Your Own Degree



# UPES

**18**

Research Milestones

**27**

Hostel Facilities

**19**

Holistic Development

**28**

Sports Infrastructure

**21**

Runway Start-up Support

**24**

About UPES

**25**

Campus Life







# CONFLUENCE OF CREATIVITY, CULTURE AND TECHNOLOGY

---

The UPES School of Design (SOD) cultivates a dynamic environment where students and faculty explore the intersection of design thinking, artistic expression, cultural heritage, and advanced technology. Like its sister schools at the University, SOD promotes transdisciplinary approaches to problem-solving and encourages collaboration across diverse domains. By blending expertise from science, technology, business, and the arts, both design students and faculty work together to generate groundbreaking solutions that address complex, real-world challenges.

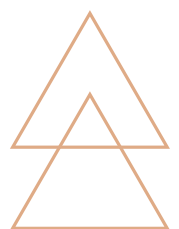
The school integrates emerging technologies such as AR/VR, manufacturing design, 3D printing and generative AI into its design curriculum, enabling students to push the boundaries of innovation across a wide range of disciplines, from industrial to communication design. Embracing the dual responsibility of being disruptors as well as preservers, SOD emphasizes the pivotal role of design in documenting, preserving, and communicating cultural heritage for future generations, utilizing technology as a key tool for both preservation and storytelling. By fostering creativity grounded in cultural authenticity, the school empowers students to develop innovative solutions that not only drive progress, but also honor and safeguard cultural legacies that bridge the past, present, and future.

The program fosters designers capable of creating impactful, community-driven solutions that preserve cultural heritage and contribute to socio-economic development.

Through industry-supported hands-on projects and international collaborations, students are equipped to design with purpose, connecting traditional values with contemporary needs.

As a hub of creative exploration and technological innovation, the UPES School of Design prepares future designers to shape a world where creativity, culture, and technology converge to inspire progress, inclusivity, and sustainable development.

**Prof. Bhaskar Bhatt**  
Dean, School of Design





# UPES ADVANTAGE

---

**Ranked  
No. 1**

University in  
academic reputation  
in India by the QS  
World Rankings 2025

Legacy of  
**21+  
Years**

in multidisciplinary  
and holistic learning

**10+**

world-class  
design labs

International  
Credit Transfer to  
**NTU,  
UK**

**Esteemed  
Faculty**

from NID, IITs, and  
Ivy League institutions

**Industry**

practitioners  
as mentors

**100%**

Placement\*

**Lifetime  
Placement**

assistance



# UNIVERSITY OF TOMORROW

UPES - the University of Tomorrow - stands as a beacon of transformative education, cultivating a dynamic learning environment that transcends conventional boundaries. At UPES, the commitment to academic excellence is seamlessly woven with a robust emphasis on digital preparedness that propels students into the future with cutting-edge skills.

Runway, the business incubator at UPES, has encouraged student-led start-ups, fostering a culture of entrepreneurship and innovation on campus.

The University's global exposure initiatives ensure that students are not just educated but are globally aware and prepared to navigate diverse landscapes. UPES has forged partnerships with prestigious institutions worldwide, including the University of California in Berkeley, The University of Edinburgh, UNSW Sydney, The University of Queensland in Australia, University of Gothenburg, University of Bologna, University of Aberdeen, among others.

Through the Global Immersion Program, students at UPES avail experiential learning opportunities that not only prepare them for the global economy, but also inspire personal growth.

UPES envisions, designs, and delivers education that is not just relevant for today, but also anticipates the challenges and opportunities of the future, moulding students into leaders who will make a positive impact on the world.





# PROGRAMS OFFERED

## B. Des

CORE	SPECIALISATIONS* (Choice-based in 2 <sup>nd</sup> year)
B.Des	Game Design
	Animation and VFX
	Graphics and Communication Design
	User Experience and Interaction Design
	Product Design
	Mobility and Vehicle Design
	Interior and Retail Space Design
B.Des (Global Pathway Program) (2+2 years)	Specialisation as per Partner University - Nottingham Trent University (Animation/Graphic/Product Design)

## M. Des

CORE	SPECIALISATIONS* (Choice based in 2 <sup>nd</sup> year)
M.Des	Communication Design
	Product Design
	Mobility and Vehicle Design
	Interaction Design

### Selection Process

UPESDAT (UPES Design Aptitude Test) - Available in both online and offline modes, this test offers multiple admission pathways. Scores accepted of National-level exams (JEE, NID, NIFT, UCEED, CEED, CUET) & Class 12<sup>th</sup> Board Marks. Shortlisted candidates will participate in a portfolio presentation and interview.

### Eligibility Criteria

Minimum 50% marks in Class X, XII, Bachelor's degree in any stream: 10+2+3 years.

## SCHOLARSHIPS\*

### Merit Scholarships

Up to 30% based on 12th Board Marks/ JEE Score/ CUET Score

### 25% Fee Concession

to Bonafide Residents of Uttarakhand

### Vijay Scholarships

50 scholarships for talented sportspersons

### Freeships

for underprivileged students

\*T&C Apply

The program offerings are subject to approval by the UPES Academic Council, and the University reserves the right to add, drop, and modify program at its discretion at any point in time without prior notice.

# GLOBAL OPPORTUNITIES

Semester Abroad

Berkeley Global

International  
Credit Transfer



Nottingham Trent  
University

Student Exchange  
and Research



DESIGN  
THE SUSTAINABLE DESIGN SCHOOL

and more...

Masters Progression  
(UG to PG)



Nottingham Trent  
University

Semester Abroad with  
Tuition Fee Waiver



University  
of Europe  
for Applied Sciences

Memberships



WDO WORLD  
DESIGN  
ORGANIZATION



The Association  
of Commonwealth  
Universities





# STUDENT OUTCOMES

---



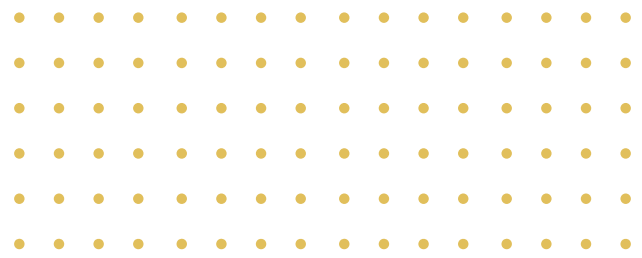
**100%**  
PLACEMENT<sup>#</sup>





















**14 LPA\***  
HIGHEST CTC

**12 LPA\***  
TOP 10%  
AVG. CTC

<sup>#</sup>Placement statistics (2023-24) refer to the number of students who have opted for and are eligible for placements.  
<sup>\*</sup>In AY 2023-24

# RECRUITERS



and more...



# STORIES OF EXCELLENCE

---



## **Gauri Salunke, Parth Vohra, Sanika Shahane, Satvik Goel**

### **B.Des - Industrial and Product Design, 2020-24**

The team received an Honourable Mention at the Design Intelligence Award 2023 in China for their innovative project, Sensory Arcade, designed to assist mildly autistic children in developing social skills.



## **Aman Bhola**

### **B.Des - Game Design, 2020-24**

His game, Kaliyug ki Katha, was selected for the IGDC XBOX Indie Showcase 2024, proudly sponsored by XBOX, held from November 13-15, 2024.



**Harsh Humnekar, Ratin  
Mohan, Aamir Husain**

**B.Des - Animation and VFX,  
2021-25**

The team won the Platinum Award for their 3-minute short film 'Pukaar' in the 50-Hour IFP's Filmmaking Challenge.



**Shreyansh Kushwaha**

**B.Des - Interaction Design, 2023-27**

**Arshiya Gusain**

**B.Des - Game Design, 2023-27**

Students from the School of Design, Shreyansh Kushwaha and Arshiya Gusain, co-founders of the startup Bridgit, focused on developing assistive technologies for the deaf, won the Startup Uttarakhand Grand Challenge 2024 organised by the District Industries Centre, Government of Uttarakhand.







# INDUSTRY IN THE CLASSROOM

The educational framework seamlessly integrates practical knowledge, bridging the gap between academia and real-world practices and providing students with insights and skills relevant to their future careers.

## Industry-alliances



and more...

## Experts on Advisory Board

### Anuj Prasad

Founder and CEO  
Desmania Design

### Darshan Gandhi

Global Head of Design  
Godrej Customer Products Ltd.

### Sanjaya Sharma

Founder and CEO  
Recommender Labs

### Suresh Eriyat

Founder and Director  
Studio Eeksaurus Production Pvt. Ltd.

### Vandana Bhandari

Author and Educator  
Ex-Dean, Academics, NIFT

### Pankaj Jhunja

Head of Sustainability  
Tata Passenger Electric Mobility  
and Passenger Vehicles, Tata Motors

### Richard Van Der Laken

Co-founder and Director  
What Design Can Do

### Prof. Peer Mohideen Sathikh

Associate Professor  
Nanyang Technological University, Singapore

## Masterclasses

Continuing to impart industry-ready education, the UPES School of Design conducts several interactions with industry stalwarts like:

- Geeta Suthar, Co-founder, Fractal Ink Design Studios
- Prof. Nina Sabnani, Industrial Design Centre, IIT Bombay, and more...



# EMINENT FACULTY

---



**Mr. Soumitra Bhattacharya**

Cluster Head, Associate Professor, Communication Design

As the Communication Design Cluster Head at UPES, he brings over 20 years of diverse experience in Graphic Design, Photography, and Video Production. He is also the founder of Studio Firefly, a creative agency specialising in integrated marketing campaigns across multiple industries.

**Mr. Rakesh Sah**

Cluster Head, Professor, Industrial Design

An esteemed academic and industrial designer specialising in Ceramic and Glass Design from NID, he brings over 18 years of experience blending teaching, research, and professional practice. His expertise focuses on innovative, human-centric design, earning him international recognition and strengthening his impactful role in the design industry.



**Mr. Prasun Chakraborty**

Cluster Head, Assistant Professor, Foundation

A master's graduate from NID Ahmedabad, he is celebrated for his distinctive designs, illustrations, and political cartoons. With vast experience in textiles and advertising, his PhD in Indian Political Cartoons, combined with his leadership in design education, positions him as an influential figure shaping creative talent within the design community.

**Mr. Samrat Dev**

Assistant Professor

An assistant professor in the Department of Design and an Ergonomist, he holds bachelor's, master's, and PhD degrees from the University of Calcutta. A former Senior Research Fellow on an INDO-US ICMR-funded project, he has presented extensively at conferences and published widely in prestigious journals.



**Mr. Venkateshwarlu Varala**

Assistant Professor, Course Coordinator - UX/UI Design

A skilled design researcher specializing in User Experience and Product Design, he holds an M.Des from IIITD, providing a strong foundation in advanced education to his expertise.



### **Mr. Vikrant Chandekar**

Assistant Professor (SG), Course Coordinator- Game Design

A skilled educator and researcher specialising in design, game development, and digital art, he promotes interactive learning experiences. His focus on industry alignment, flipped classroom techniques, and research in toy design and sustainability plays a key role in shaping the education and growth of aspiring designers and game developers.

### **Prof. Jayant Sankrityayana**

Professor Of Practice

Prof. Jayant Sankrityayana, former head of Tata Motors India Design Studio, brings his expertise in redesigning iconic vehicles like the Harrier and Prima to UPES, where he drives innovation in mobility design.



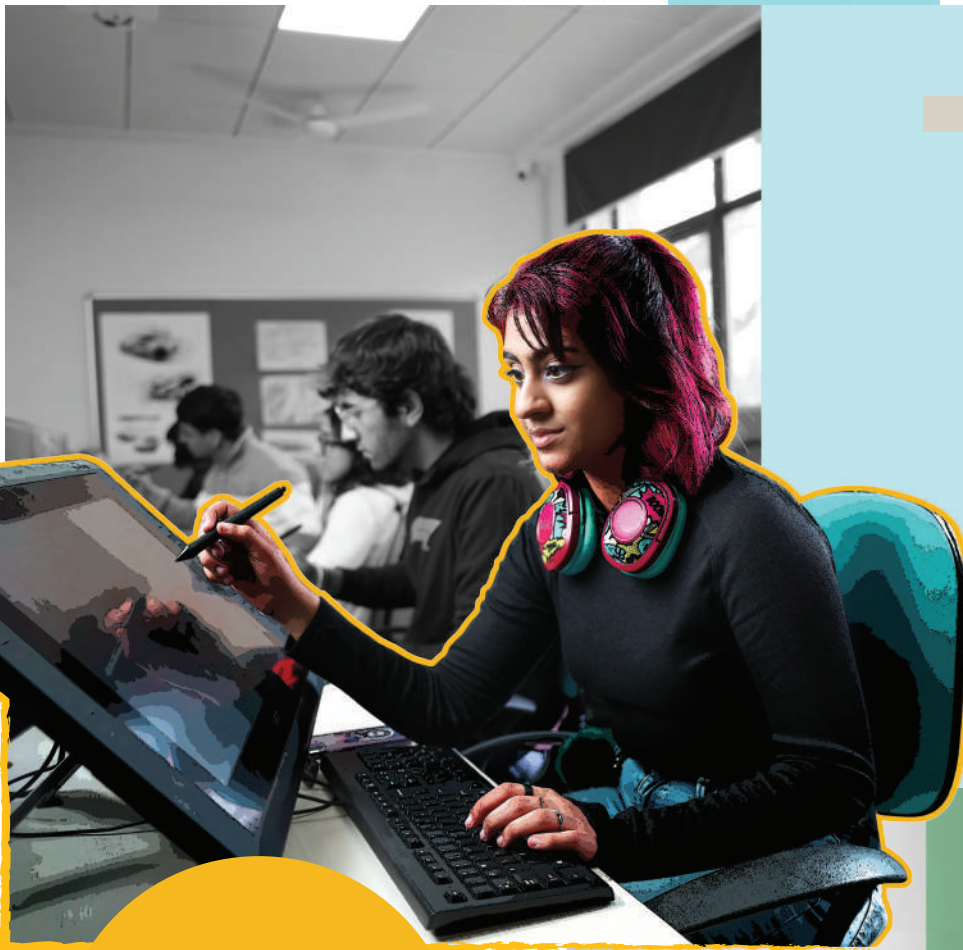
### **Prof. Siddharth Mukherjee**

Assistant Professor

Professor Siddhartha Mukherjee, formerly with Godrej and Boyce, excels in industrial design, retail strategy, and adaptive reuse, seamlessly blending innovation with practical expertise.



# LAB FACILITIES



## Design Lab

Digital Labs with powerful systems for 2D/3D simulations

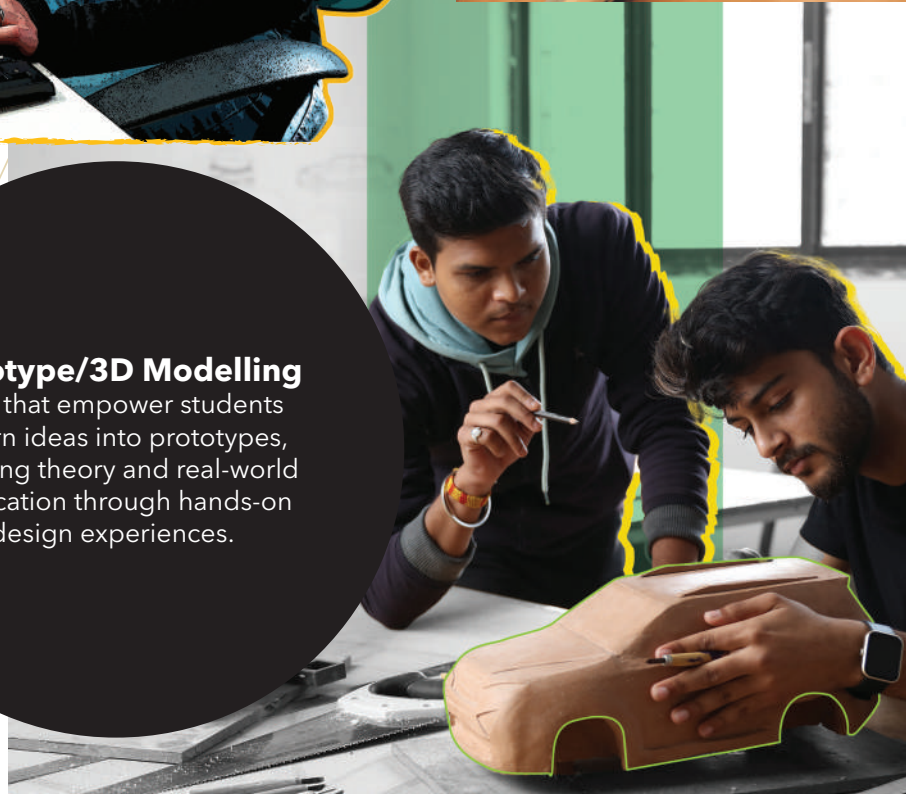


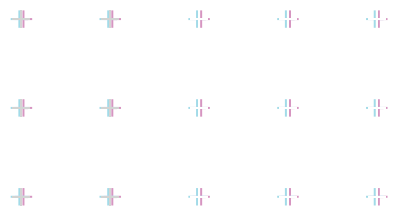
## Prototype/3D Modelling

Labs that empower students to turn ideas into prototypes, bridging theory and real-world application through hands-on design experiences.

## Computing Centre

Advanced Computing Centre at UPES with world-class facilities, featuring a network of more than 9,000 computers

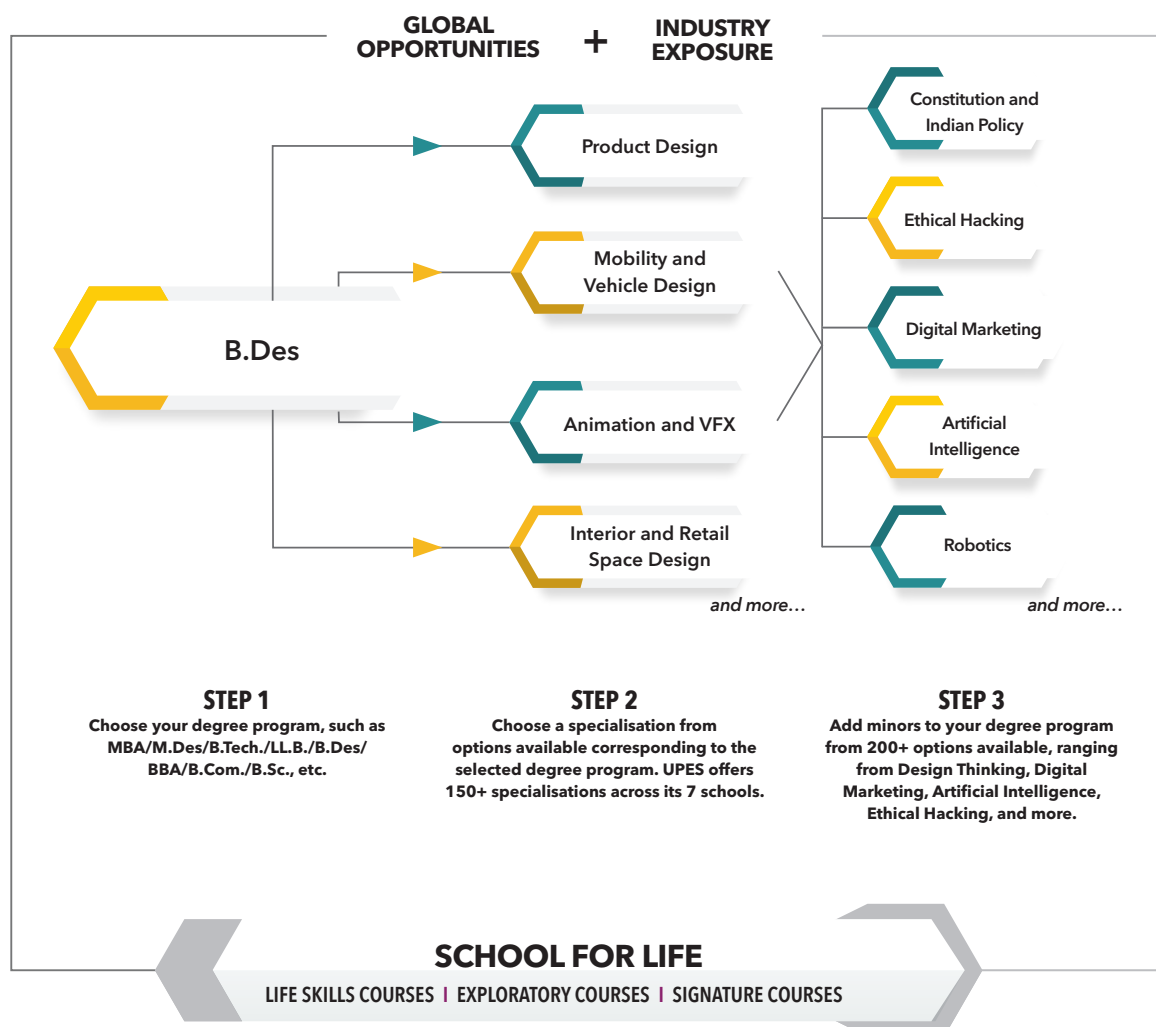






# DESIGN YOUR OWN DEGREE

The UPES curriculum framework is holistic in its overall structure, yet focuses on the individual needs of 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 subjects from other schools at UPES, which include: School of Advanced Engineering, School of Computer Science, School of Law, School of Business, School of Health Sciences and Technology, School of Design, and School of Liberal Studies and Media. The curriculum also offers Signature and Life-Skills courses through the School for Life. To round off this learning experience, students are required to undertake 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 breadth of knowledge.



# RESEARCH MILESTONES

UPES has made significant strides in research, contributing to solving critical local and global problems, and has become a hub for innovation and scholarly pursuits.

## Research Initiatives

- Internal SEED funding for testing research ideas, developing state-of-the-art in-house synthesis and characterisation facility and high computation facilities.
- Capacity-building initiative Anusandhan keeps faculty and students updated with the latest developments around the globe
- IPR Cell focuses on technology transfer opportunities through patents and copyrights

## Research Milestones\* (as of May 28, 2024)\*

- One of the fastest growing universities in India in terms of research output
- Current publications output is 4 papers per faculty per year
- Average citations of recently published papers similar to top institutions such as MIT, NUS, Oxford and Cambridge University and better than top research institutions such as IISc Bangalore, IITs, etc.
- Nearly 54% of publications at UPES in 2024 had international co-authors
- Scholarly output has grown by more than 370% since 2018
- The Field-Weighted Citation Impact was 1.76 in 2023, and in 2024 it was 1.59
- 30% of publications in the top 10% journals by CiteScore percentiles
- 46 UPES faculty members have featured among the world's top 2% researchers in their respective fields, according to a research study published by a Stanford University-based research group

## Academic Team

- UPES academic community has leading scholars and researchers such as a Nobel Prize Nominee, Rhodes, Fulbright, Chevening, Commonwealth, Erasmus, Eiffel and DAAD scholars, trained at some of the best institutions in the world such as Harvard, Columbia, Cornell, University of California Berkeley, Oxford, Cambridge, National University of Singapore, Indian Institute of Science, IITs (Indian Institute of Technology) and so on.
- The university has onboarded esteemed faculty members such as Shanti Swarup Bhatnagar Awardee Prof. Karmeshu, who specialises in mathematical modelling and Computer Simulation and Prof. Madan Gopal, who specialises in AI/ML
- Several international faculty co-teach modules at different schools, providing students with a global perspective on their subjects

## Industry Collaborations and Global Partnerships

- UPES researchers have joined forces with Russian bioenergy experts to revolutionise biodiesel production using AI and ML algorithms
- Collaborations with CERN and KEK in Switzerland and Japan, respectively, for Future Circular Collider (FCC) and Belle II projects
- UPES and Bajaj Auto Limited have partnered to host the Bajaj Engineering Skills Training (BEST) and set up labs in Robotics, Mechatronics, IoT, and Smart Manufacturing

# HOLISTIC DEVELOPMENT

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 form 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.

## SIGNATURE COURSES

These courses include areas that are not specifically linked to a vocation and focus on 21<sup>st</sup> century learner skills and attributes to meet the requirements of the graduate profile. They empower students as global citizens of the future. These courses are undertaken by all UPES undergraduates and select graduate students from specific disciplines.



## EXPLORATORY COURSES (Interdisciplinary Electives)

These courses encourage students to develop a broad-based approach to learning by selecting subjects of study from other schools at the university. This helps them grow their breadth and depth of knowledge beyond their chosen specialisation and exposes them to the wider scope of university education.

## LIFE SKILL COURSES

These courses allow students to upskill into university learning styles and pick up additional skills with a focus on enhanced employability and communication, along with management and professional skills, including critical thinking, problem-solving, and creativity.

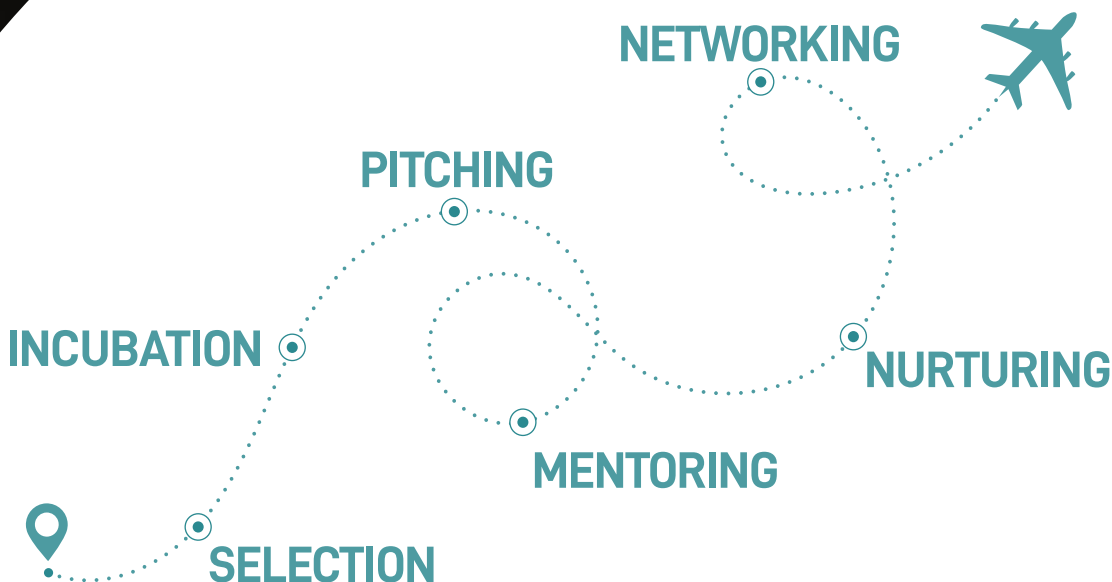
## 'SRIJAN' SOCIAL INTERNSHIPS

Srijan Social Internships are full-time, 8-week-long internships with social sector organisations. These internships are offered as part of School for Life at UPES and are for all first-year students. Through these internships, students will be exposed to a variety of social sector challenges that our society is facing and find ways to overcome them. In the process, they will build empathy and learn valuable leadership skills that will be useful in both work and life.





We help start-ups convert their ideas into real and viable businesses. Our goal is to assist brilliant innovators in navigating the early stages of setting up a start-up and reaching the point where they have developed a product/service impressive enough to raise money. This will be achieved through a mix of mentorship, grants and investments, legal and incorporation support, and allocation of workspaces.





**75+**  
**START-UPS**

RECEIVED GRANTS  
FROM THE UNIVERSITY

**250+**  
**START-UPS**  
PRE-INCUBATED

## Runway Incubator Gains Ground

### Prestigious Grants



₹3.46 Crore fund  
raised by start-ups



₹5 Crore DST  
to set up iTBI



ATAL INNOVATION MISSION

₹5 Crore to set up  
Atal Community Innovation  
Centre (ACIC)  
(Approved by NITI Aayog)



₹4.02 Crore  
BIRAC Sparsh



₹4.9 Crore MEITY  
Genesis Scheme Grant Funding



₹2 Crore State Business  
Incubator-Grant Support







# ABOUT UPES

Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2024, the Ministry of Education, Government of India, UPES has been ranked 46 among universities, with a rank of 28 in Law, 41 in Management, and a rank of 42 in Engineering. According to the Times Higher Education (THE) World University Rankings 2025, UPES now stands in the 501-600 band globally and 7th in India with a leap of over 300 ranks from 2024. In addition to this, the university has been ranked the No. 1 private university in academic reputation in India by the QS World University Rankings 2025. It is among the top 2% of universities in the world.

UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements) by globally acclaimed QS Rating. The university has had 100% placements over the last five years. Forty-six (46) faculty members of UPES are among the world's top 2% researchers as per Stanford University list.

UPES offers graduate and postgraduate programs through its seven schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology, and School of Liberal Studies and Media, with 16,000+ students and 1,500+ faculty and staff members.



**World  
University  
Rankings 2025**

**7<sup>TH</sup> RANK IN  
INDIA**

**\*NO.1 PRIVATE UNIVERSITY  
IN ACADEMIC REPUTATION**



\*In India by QS World University Rankings 2025

**#RANKED 46  
IN INDIA**



# CAMPUS LIFE

- Life at UPES is truly an enriching experience, where students can create memories that will last a lifetime. It is about young learners discovering themselves through engaging activities that broaden their understanding of the world.
- There are more than twenty student chapters, including the Society of Petroleum Engineers, Cloud Security Alliance, the Society of Law and Literature, the Institute of Electrical and Electronics Engineers, the Moot Court Association, etc., as well as several clubs such as the National Service Scheme, Ras Rang Raag, Avishkarnam, Sphurit, etc., that cater to different interests and fields of study.
- Events such as Spandan, 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 events and activities at UPES offer students a wide range of opportunities for personal growth and skill development. Students develop important values such as discipline, team spirit, patience, and resilience.
- From learning to leisure and path-breaking innovations to life-long friendships, life at UPES is a vibrant blend of everything a learner aspires for. It is a place where artists, explorers, athletes, and innovators come together to pursue their passions and explore new horizons.

Scan to explore  
Life at UPES









# HOSTEL FACILITIES

At UPES, we prioritise the safety and comfort of every student, both on campus and in the hostels.

- Deep Cleaning and Sanitization
- Hostel Access Control
- Mess and Food Outlets
- Medical Facilities
- Security Procedures at Entry Gates





# SPORTS INFRASTRUCTURE

- A top-tier natural turf cricket ground featuring floodlights, locker rooms, and dugouts, specifically designed for regional tournaments.
- Three natural turf and cemented cricket nets, equipped with floodlights, available for practice throughout the year.
- Two premium synthetic basketball courts for both competitive games and practice sessions.
- Two synthetic outdoor volleyball courts, marked to regulation standards for competitive and recreational play, open to all genders.
- Two indoor badminton courts for year-round play, with plans to expand to a third court.
- Two semi-indoor badminton courts for casual, recreational use.
- Three hostel badminton courts—one in the men's hostel and two in the women's hostel—designed for recreational play.
- High-quality table tennis equipment suitable for both competitive and casual play.
- A fully equipped gym with professional trainers, offering facilities for fitness and athletic training.





# EXPERIENCE CENTRES

## KOTA

### Shivam Residency

Narcotics Road,  
Mahaveer Nagar-1,  
Kota, Rajasthan

## DELHI

### Eros Corporate Tower

15th Floor, Eros Corporate Tower,  
Nehru Place, New Delhi

## PATNA

### Patna One Mall

2nd Floor, Maurya Lok Complex,  
New Dak Bungalow Road, Fraser  
Road Area, Patna

## NOIDA

### The Iconic Correnthum

2nd Floor, The Iconic Correnthum,  
Tower C, Plot No 41, Sector 62,  
Noida, Uttar Pradesh

## JAIPUR

### Workhauz

Plot No. 3, Power House,  
Mirza Ismail Rd, Jaipur,  
Rajasthan

## LUCKNOW

### Vision Space

4th Floor, Office No. 5,  
BBD Viraj Tower, Vibhuti Khand,  
Gomti Nagar, Lucknow

## GUWAHATI

### Office Tribe Coworking

Cabin No-7, First Floor,  
Shreeji Tower, Christian Basti,  
G.S. Road, Guwahati

## INDORE

### Smartworks

Ground Floor, Brilliant Center, 17,  
Race Course Rd, Janjeerwala  
Square, New Palasia, Indore

## KOCHI

### Incuspace Coworking Space

Cabin No. 20, Kochi Oberon Mall,  
34/195, 3rd floor NH bypass,  
Pativattom, Edappally, Kochi, Kerala



SCAN TO FOLLOW US ON 

**1800 102 8737 (10 am to 7 pm)**  
**[enrollments@upes.ac.in](mailto:enrollments@upes.ac.in) | [www.upes.ac.in](http://www.upes.ac.in)**

INTERNATIONAL STUDENTS WRITE TO US AT: [international.admissions@upes.ac.in](mailto:international.admissions@upes.ac.in)

BIDHOLI VIA PREMNAGAR, DEHRADUN-248 007 (UTTARAKHAND), INDIA

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