



SCHOOL OF DESIGN

Co-influencing Creativity and Technology



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Eminent Faculty

The image shows the UPES logo in large, white, three-dimensional letters mounted on a red brick wall. The letters are slightly shadowed, giving them a 3D appearance. The background is a clear blue sky with a large, semi-circular yellow graphic element at the top.

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Holistic Development



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 revolutionising consumer behaviour and the way industries are doing business. Yet, the things that will potentially become valuable for the future are the things that cannot be digitised 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, creativity and technology go hand-in-hand. We have state-of-the-art infrastructure to support technology-enabled learning: an AR/VR lab, a film and media lab, a Mac lab, and 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



Meet the Expert



UPES ADVANTAGE

**Ranked
no. 1**

university in academic
reputation in India
by the QS World
Rankings 2024

**Esteemed
faculty**

from NID, IITs, and
Ivy League institutions

10+

world-class
design labs

Industry

practitioners
as mentors

International
**credit
transfer**

to NTU, UK

**Lifetime
placement**

assistance

Legacy of
**20+
years**

in multidisciplinary
and holistic learning



PROGRAMS OFFERED

B. Des

CORE	SPECIALISATIONS* (Choice based in 2 nd 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 nd year)
M.Des	Communication Design
	Product Design
	Transportation Design
	Interaction Design

Selection Criteria

UPESDAT - UPES Design Aptitude Test (Online/Offline) Non-exam pathway based on national level (JEE, NID, NIFT, UCEED), UPESDAT, Board Merit or CUET followed by a portfolio presentation and interview (for UG)

Eligibility Criteria

Minimum 50% marks at X and XII in any Stream (for UG)

*Specialisation to be opted for after the 1st year, depending on the selected program. Credits will depend on the minors/exploratory courses chosen during the program duration. 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.

SCHOLARSHIPS*

Merit Scholarships

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

30% Fee Concession

to Bonafide Residents of Uttarakhand

Sports Scholarships

Providing scholarships for talented sportspersons

Freeships

for underprivileged students

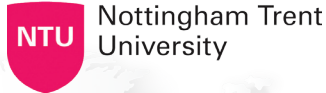
*pls refer upes.ac.in for more information

GLOBAL OPPORTUNITIES

Semester Abroad

Berkeley Global

International
Credit Transfer

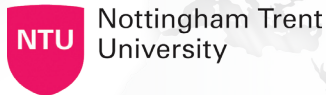


Student Exchange
and Research



and more...

Masters Progression
(UG to PG)



Semester Abroad with
Tuition Fee Waiver



Memberships



STUDENT OUTCOMES

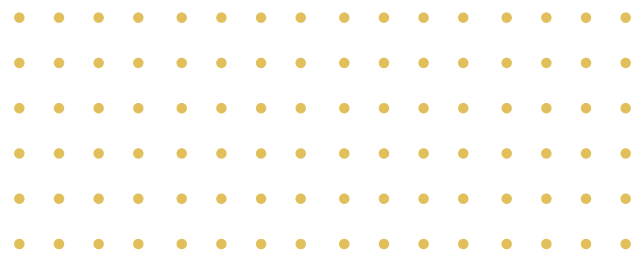


93%
PLACEMENT[#]

12 LPA^{*}
TOP 10%
AVG. CTC

[#]Placement statistics (2022) refer to the number of students who have opted for and are eligible for placements.
^{*}In 2022

RECRUITERS



DESMANIA



DIRECTIONS®
Managing Innovations



cvent



TCS TATA
CONSULTANCY
SERVICES

MUSEUM
OF
GOA



accenture

BYJU'S
The Learning App



LTI



BW BUSINESSWORLD



SHARVAS
DESIGN LABS



and more...

STORIES OF EXCELLENCE



Dhiren Swami

**B.Des - Transportation
Mobility Design, 2022**

Won 1st Prize for designing B22
electric bike model at ADI Pune
Design Festival 2023.



Gauri Salunke

**B.Des - Industrial
and Product
Design, 2024**

Won the prestigious
“India Design Challenge 1.0”
organised by XP-PEN Technology Co.
and Libra Design in the Product
Design category.



Kavya Jayaprakash

**B.Des - Industrial and
Product Design, 2023**

Undertook a 5-month
exchange program
in Besign, France,
where she demonstrated exceptional
performance. Her outstanding
achievements during this period resulted
in her earning an internship offer from
Accenture, a prominent consulting firm.



Ratin Mohan

**B.Des - Animation
and VFX, 2025**

Chosen as a distinguished finalist and winner in the Lexus and Evo India Nature Electrified Design Contest, a prestigious competition organised by Lexus India.



Rishab Dua

**B.Des - Transportation
Mobility Design, 2025**

Secured the 2nd prize for his innovative walker design catering to individuals with arthritis and those requiring walking assistance. The walker featured a phone stand, bottle holder, and a flip seat—allowing users to sit conveniently when needed.



Satvik Goel

**B.Des - Transportation
Mobility Design, 2025**

Secured the prestigious 1st runner-up position in the Lifestyle Design category with “Mazing Puzzle” at the Battle of Project Award 2023 during Pune Design Fest 2023.





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

Professor
NTU

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 Communication Design Cluster Head at UPES, he brings over 20 years of experience spanning Graphic Design, Photography, and Video Production. His background includes founding Studio Firefly, specialising in integrated marketing campaigns across various industries.

Mr. Rakesh Sah

Cluster Head, Professor, Industrial Design

An esteemed academic and industrial designer specialising in Ceramic and Glass Design from NID, with over 18 years of experience.

His expertise combines teaching, research, and professional practice, emphasising innovative, human-centric design and earning international accolades, which enhance his influential role in the field.



Mr. Prasun Chakraborty

Cluster Head, Assistant Professor, Foundation

A master's graduate from NID Ahmedabad, he is renowned for his unique designs, illustrations, and political cartoons. With extensive experience in textiles and advertising, his PhD in Indian Political Cartoons and leadership in design education establish him as a significant figure shaping creative talent in the design community.

Dr. Debashis Majumder

Professor, Transport and Mobility

With over 30 years of experience, Debashis is an industrial designer and expert in Transportation and Mobility Design. He holds a Ph.D. in Design, had led design at multinational firms, initiated practices in various companies, and emphasises the fusion of research and design in education for optimal outcomes.



Mr. Manas Ranjan Mishra

Professor, Product Design

A distinguished designer and educator with over 20 years of experience in Industrial Product Design. He is currently a professor and the program head of the Industrial and Product Design Department at UPES School of Design, Dehradun. Prof. Mishra holds a Master of Design from IIT Delhi and is actively involved in design consultation, research, and education, having guided over 190 Master of Design projects and secured more than 85 design patents. He is also the official SPOC for Internationalisation and Industry Outreach at the School of Design.



Mr. Rajan Iyer

Professor, Interiors and Retail Space Design

A veteran with 30+ years in interior and furniture design, specialised in multidisciplinary projects spanning the interiors of ships, exhibitions, and eco-friendly furniture design. His extensive industry experience and consulting background enrich his teaching approach since transitioning to education in 2009.

Mrs. Jharna Joshi

Associate Professor, Course Coordinator - Fashion Design

An accomplished designer and educator, she brings 20+ years of rich industry experience, specialising in fashion design and education. Currently an associate professor and program head at UPES, she's also an entrepreneur with her design studio and an online lifestyle brand, "Bhauranngi."



Mr. Vikrant Chandekar

Assistant Professor (SG), Course Coordinator- Game Design

An adept educator and researcher specialising in design, game development, and digital art, fostering interactive learning experiences. His focus on industry alignment, flipped classroom methods, and research in toy design and sustainable practices greatly influences the education and development of aspiring designers and game developers.

Mr. Samrat Dev

Assistant Professor

An assistant professor in the Department of Design and an Ergonomist, he received his undergraduate degree, master's degree, and doctorate (PhD) from the University of Calcutta. He also worked as a Senior Research Fellow under the INDO-US collaborative project funded by the ICMR, New Delhi. He has presented numerous papers at international and national conferences, as well as published in reputable national and international journals during his PhD studies.



Mr. Venkateshwarlu Varala

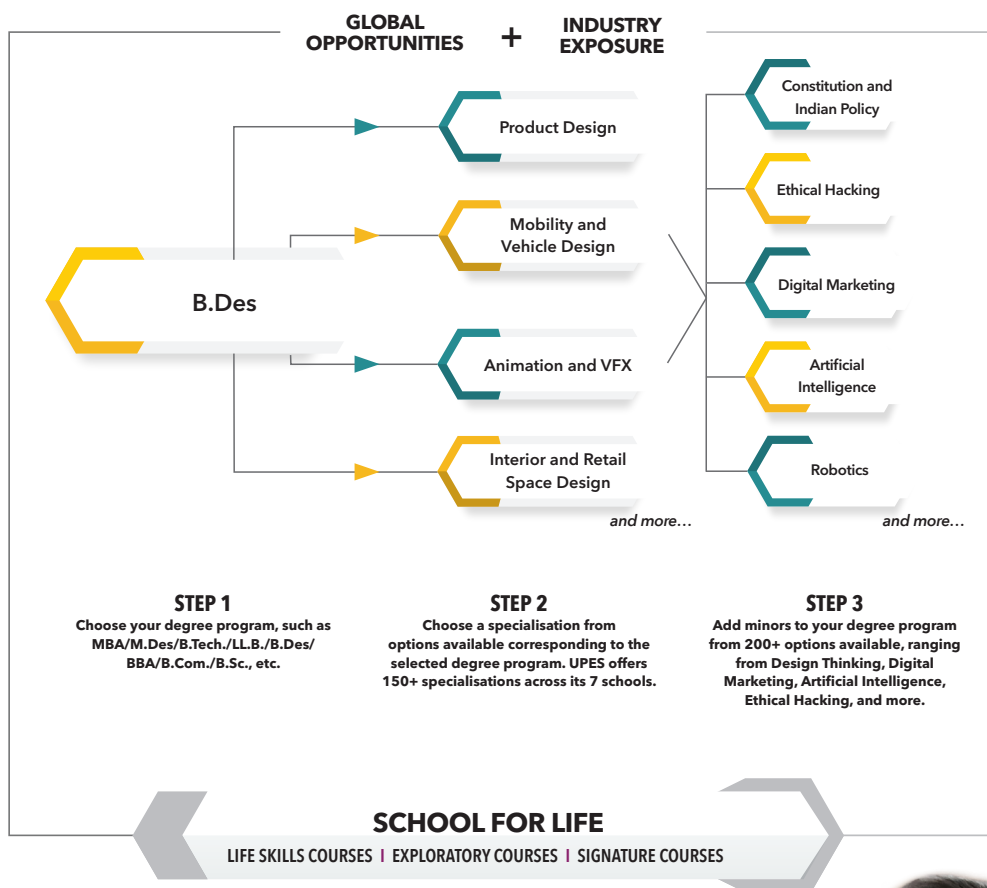
Assistant Professor, Course Coordinator - UX/UI Design

An adept design researcher specialising in User Experience and Product Design, holding an M.Des from IIITD&M and awaiting his Ph.D. viva in Design from IIT Guwahati, he has a strong background in higher education.

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. 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.



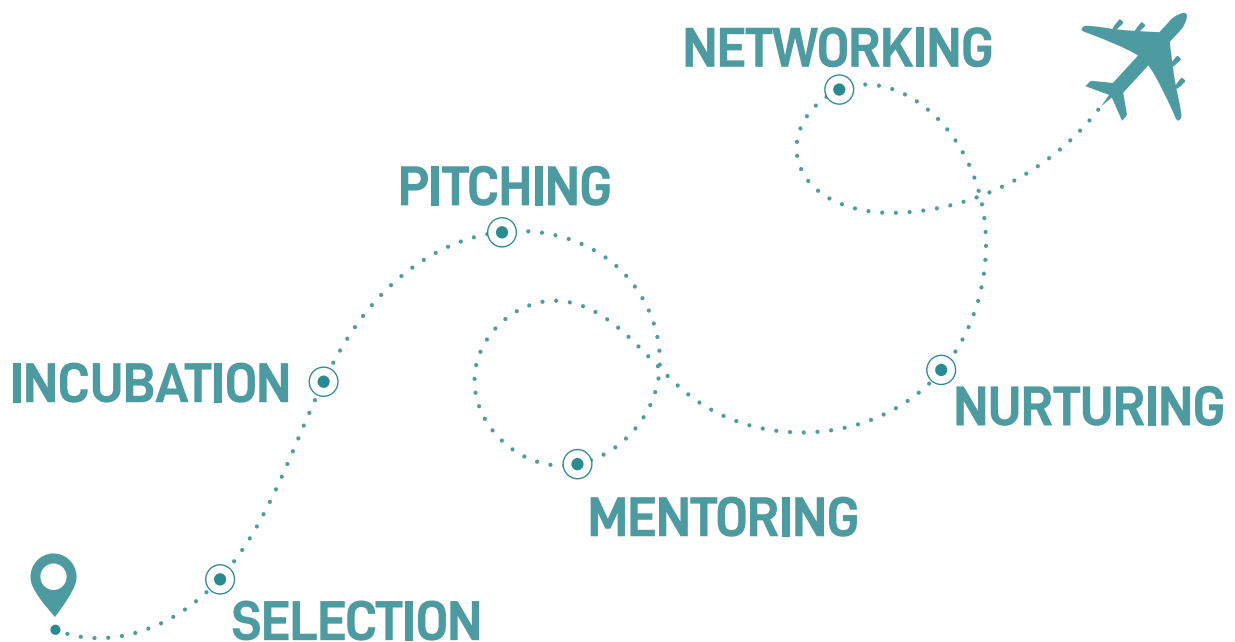




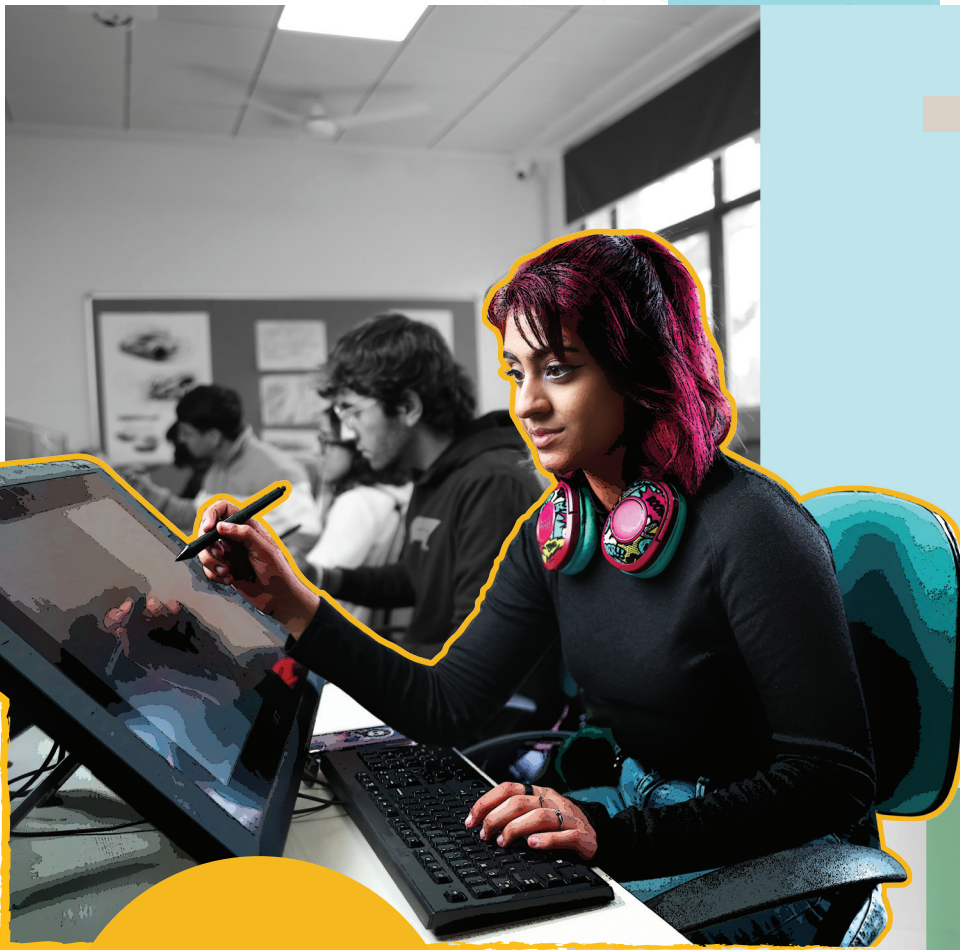
We help start-ups convert their ideas into real and viable businesses. Our goal is to assist brilliant innovators in navigating the early stages of setting up a start-up and reaching the point where they have developed a product/service impressive enough to raise money. This will be achieved through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

250+
START-UPS
PRE-INCUBATED

75+
START-UPS
RECEIVED GRANTS
FROM THE UNIVERSITY



LAB FACILITIES



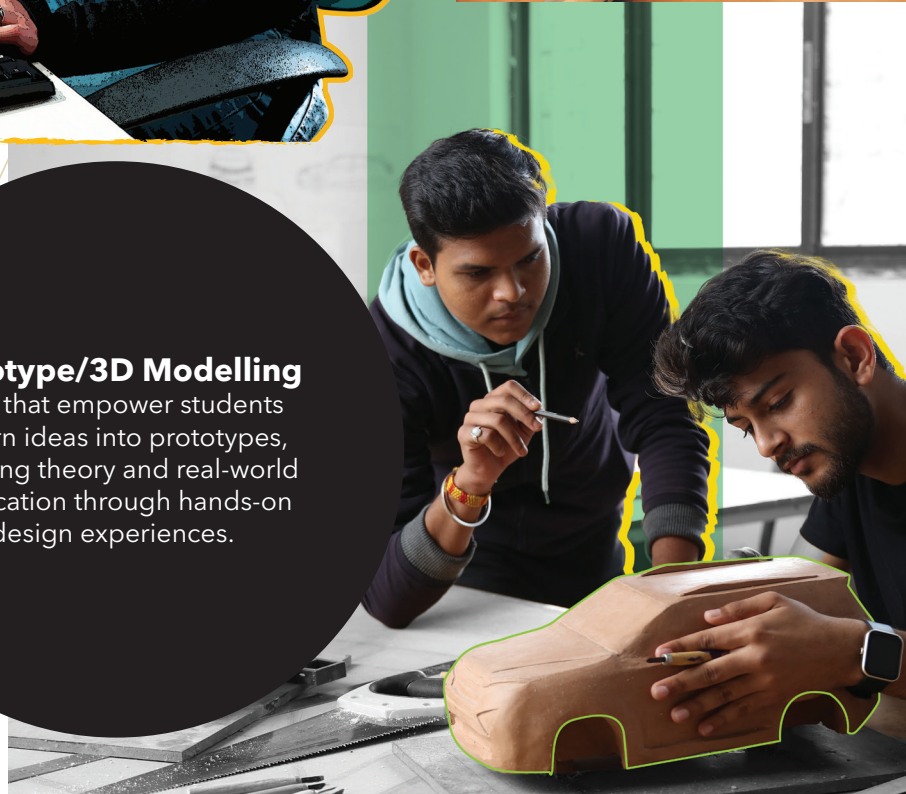
Design Lab

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



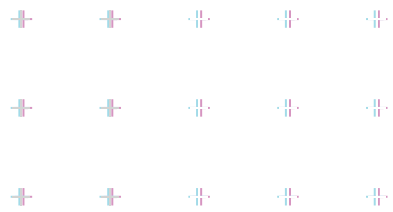
Prototype/3D Modelling

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





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) 2023, the Ministry of Education, Government of India, UPES has been ranked 52, with a rank of 54 in Engineering and a rank of 39 in Management. 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 2024 and is among the top 3% of universities in the world. As per the QS World University Rankings 2024: Asia, UPES has been ranked 218 in Asia and 23 in India among all the Indian institutions.

As per the Times Higher Education (THE) World Ranking 2024, UPES is in the overall rank band of 801–1000 in the world, 9th among private and deemed universities, 2nd among private universities, and 26th in the overall universities category in India. According to the prestigious Shanghai Ranking–Academic Ranking of World Universities (ARWU) for Global Ranking of Academic Subjects, UPES is among the world's top 150 institutions for telecommunication engineering, among the top 400 for Electrical and Electronic Engineering, and among the top 500 for Computer Science and Engineering.

UPES has also been accredited by NAAC with a grade of 'A' and has received 5 stars on employability (placements) by the globally acclaimed QS Rating. The university has had 90%+ placements over the last few years. 41 faculty members of UPES are among the world's top 2% of researchers, as per the 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 and Technology, and School of Liberal Studies, with 14,000+ students and 1,500+ faculty and staff members.

9TH

**AMONGST PRIVATE
AND DEEMED
UNIVERSITIES***



**World
University
Rankings 2024**

2ND

**AMONGST
STATE PRIVATE
UNIVERSITIES***

*in India

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



*QS World University Rankings 2024

**#RANKED 52ND
IN INDIA**



#University Category

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 21st 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.



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







EXPLORE THE BEAUTY OF DEHRADUN

Just a few kilometres away from the bustling yet charming city life of Dehradun, the UPES campus is close to trekking trails, rock climbing and picnic spots, monasteries, water bodies, rafting and the popular hill station of Mussoorie. The mighty Himalayas and thick pine forests surround this pristine campus.

Life at UPES is nothing short of a getaway that helps liberate our students from the mundane monotony and pollution hazards of a city life.

**A home away from home. A bright and fresh start.
A rewarding second life.**





SCAN TO FOLLOW US ON @

1800 102 8787 (10 am to 7 pm)

enrollments@upes.ac.in | www.upes.ac.in

INTERNATIONAL STUDENTS WRITE TO US AT: international.admission@upes.ac.in

ENERGY ACRES : BIDHOLI VIA PREM NAGAR, DEHRADUN (UTTARAKHAND), INDIA

KNOWLEDGE ACRES : KANDOLI VIA PREM NAGAR, DEHRADUN-248 017 (UTTARAKHAND), INDIA

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