



**ISDI**  
School of Design  
& Innovation

A group of six diverse students (three women and three men) are laughing and smiling together. They are dressed in casual white shirts. The image is framed by a large, stylized pink and white 'A' shape.

**Your  
creative  
world**

# **BACHELOR OF DESIGN (B.Des)**

— Four year undergraduate program



**DO  
YOU  
SEE  
YOURSELF  
AS A  
DESIGN  
LEADER?**



IF YOU CAN

AMIT

OT



# DO YOU HAVE AN EYE FOR DETAIL?

**If you' said yes, then  
we've got just the right  
career for you at ATLAS!**

A campus beyond the ordinary! Located in the heart of Mumbai, one of the world's top ten centers of commerce, ATLAS SkillTech University is an urban campus, a crucible of ideas, a melting pot of diverse perspectives and a launchpad for tomorrow's leaders reimagining education in the financial, commercial and entertainment capital of India.

Think of our university as an atlas, a navigator for India's youth, and a beacon of knowledge and inspiration that guides you towards your destination. We believe education is not just about absorbing information, but about forging your path, exploring new frontiers, and shaping your future. So, come join us at our university, where you can be part of a vibrant community that inspires you to reach new heights and achieve your dreams!

ATLAS SkillTech University, a State Private University located in the heart of Mumbai, Established under Maharashtra Act No. XV of 2021 Under Section 2(f) of UGC Act 1956

**...intrigued?  
Here are the top 10  
reasons why you  
should be at ATLAS**

## Explore the B.Des (Bachelor in Design)

Emerge as a Design Leader with  
this 4 Year Undergraduate program

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The ATLAS | ISDI Bachelor of Design (BDes) program offers a comprehensive and forward-looking educational experience. It equips students with essential skills, knowledge, and a creative mindset, crucial for thriving in the ever-evolving design landscape. This program is dedicated to empowering students, guiding their evolution into adaptable and visionary designers.

At its core, the BDes program at ATLAS | ISDI serves as a platform for nurturing the next generation of design leaders. These individuals will shape the future through their limitless creativity, pioneering innovation, and expert competence. This transformative journey propels students toward successful careers in the global design industry.



## FROM THE PRESIDENT

### DR INDU SHAHANI

Former Sherif of Mumbai (2008-09)

Member, University Grants Commission (2011-14)

Principal, H.R. College of Commerce & Economics, Mumbai (2000-16)

“It is an exciting new world. A world full of excitement and innovation. A world full of new ideas. Where possibilities are limitless and success is at hand for the brave. As students reach forward into this future with both hands outstretched to grab success, it is our duty to nurture their minds and spirits. Atlas SkillTech University will be one of the cornerstones of this philosophy.

We shall foster a spirit of innovation and impart skill sets that help our students in the new world. Our modern pedagogy and information dissemination methodologies allow us to create entrepreneurial leaders who have the sensibilities of the West while being driven by the enthusiasm of the East. This confluence of cultures will help our students push-start the entrepreneurial revolution in India which will create jobs and provide the backbone to India's race to super-powerdom. Powered by the vision of our youth.”



01

# International, Experienced Faculty & Stalwarts

**Be mentored in world class facilities and by some of the most experienced & award winning Faculty**

**Learning from international faculty - together our faculty have over 500 years of experience**

**With an immense passion for design and love for students, our faculty mentors follow a symbiotic learning approach with the students. Our faculty are not teachers of design but mentors to guide, encourage and enhance students' learning**



# WHY STUDY AT ATLAS | ISDI



## Curricular Collaboration with



Academic Certification

Parsons' Curriculum

Student Transfers

Masters Progression

Faculty Development

## Multidisciplinary Future-Focused Programs

NEW-AGE CURRICULUM

GLOBAL CURRICULUM

INDUSTRY INTEGRATED LEARNING

INTERNATIONAL EXPOSURE AND OPPORTUNITIES

OUTSTANDING STUDENT OUTCOMES

URBAN CAMPUS, IN THE HEART OF MUMBAI

HOLISTIC LEARNING AND DEVELOPMENT

UNRIVALED STUDENT EXPERIENCE



## MAKING YOU FUTURE READY

PLACEMENTS

FAMILY  
BUSINESS

MASTERS  
PROGRESSION

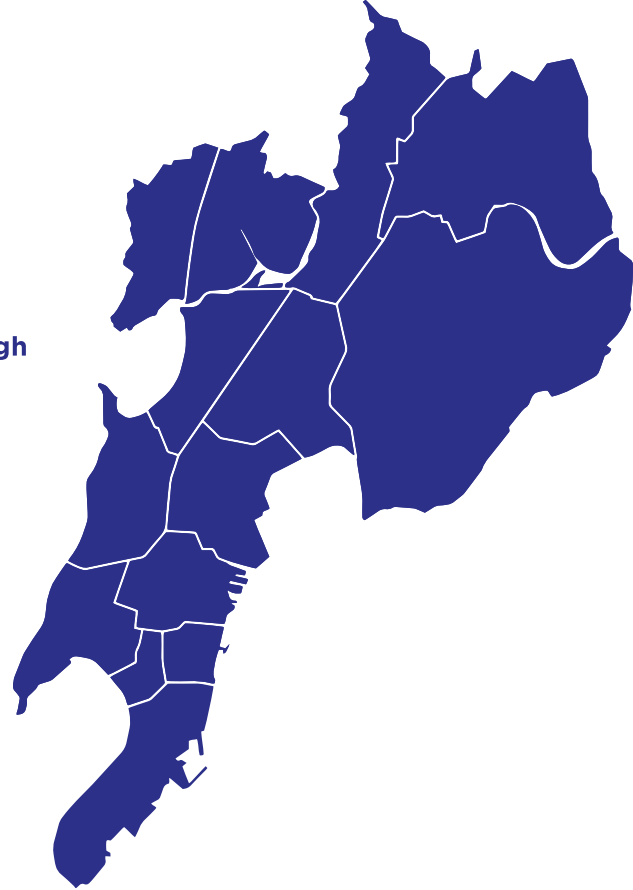
ENTREPRENEURSHIP

## Experience Mumbai as your laboratory

ATLAS draws strength from Mumbai's rich culture and the enterprising atmosphere of Bandra Kurla Complex (BKC), a dynamic hub housing top companies. BKC is also home to significant bodies like the US Consulate and British Deputy High Commission. Beyond finance, Mumbai offers an evolving art scene, film industry, diverse dining, and cultural events.

With 500+ nearby companies, ATLAS ensures industry-immersed learning, networking with global leaders, and a solid career launchpad.

“ Because ATLAS is located so centrally in Mumbai, we have a very strong industry network!  
Jai Pimpalkhare, Student



## Global, Industry-Integrated Learning



## Excellence in Research, Innovation & Social Impact

Our students constantly seek as well as create new knowledge.

ATLAS faculty and students collaborate with colleagues from across the globe to make a difference in the society and transform the way we look at some of the most pressing challenges that mankind faces today.

## Entrepreneurship

ATLAS cultivates purposeful business leaders through Incubators and structured Start-up Programs by nurturing a different mindset and strong understanding of business

Students challenged to see different situations from a business owner's perspective and subsequently make decisions from that stand point.

## Outstanding Student Outcomes

With a focus on academic rigor, we set up our students on a path of success in their chosen pursuits.

Our students gain in-depth knowledge through programs at leading universities and work with the best in the industry across the world.

# 03

## Urban Campus

**Centrally located in BKC**

**Well connected through all transport**

**An arms distance away from the professional world**

**Industry-like urban interiors**

**Amidst diversity, creative and collaborative spaces**

### **Learn in a Hi-Tech campus, situated in the heart of Mumbai**

We understand that campus infrastructure is an important feature of the student experience. Vibrant state-of-the-art academic and research environments are curated which support experiential learning and production of new knowledge in an urban setting. Curated high-energy spaces foster collaborative innovation. The campus location is based on connectivity, proximity to employers & experts. Our highly collaborative environment ensures an inviting atmosphere across the campus to make each student excels in a comfortable learning environment.



**Library**



**Innovative Experiential Learning Spaces**



**Start-up Incubators**



**Multi-cuisine Cafe**



**Placement & Counseling Cell**



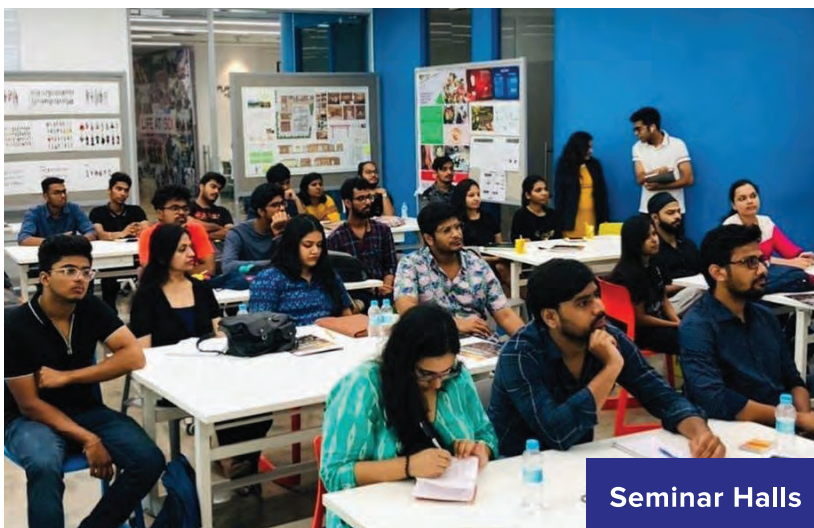
**Digital Studios & New Age Skill Labs**



**Fashion Technology Labs**



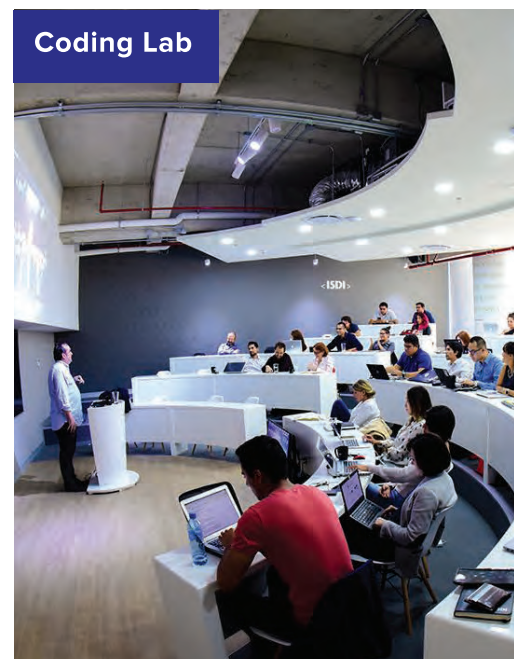
**Rapid Prototyping Labs & Maker Centres**



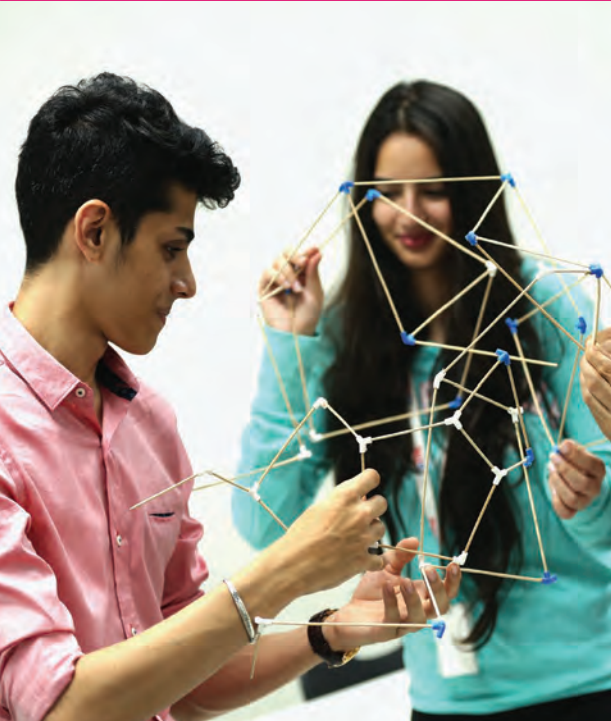
**Seminar Halls**



**Motion Capture & Editing Studios**



**Coding Lab**



# ACADEMIC CURRICULUM

04

## FIRST YEAR STUDIES

Is a rigorous program that provides a solid foundation and cultivates students' ability to think creatively, excel in their craft, and make a lasting impact. The program immerses students in art and design concepts, skills, and critical practices, emphasizing on the importance of collaboration and prepares students to thrive as both designers and individuals in their future careers.

## ANIMATION & VFX

Equips students with essential skills, practical knowledge, and valuable industry insights for a successful career in the animation industry. Students delve into conceptual, artistic, technical, and managerial aspects, becoming proficient in 3D production and visual language. Graduates are well-prepared to embark on careers in digital production across various mediums, including TV, Film, Advertising, Gaming, AR, VR and beyond.



## COMMUNICATION DESIGN

Equips students with the skills to seamlessly blend words and visuals, enabling them to weave captivating stories through immersive experiences. Upon graduation, our students are primed for dynamic careers in Communication planning and design, UI, UX, Design Research, Publishing, Digital Media, Advertising, Branding, Spatial communication, and Interaction design.

## FASHION DESIGN

Blends global aesthetics with Indian values, fostering the creation, curation and conceptualisation of exceptional garments. With expert faculty, students learn advanced tools and techniques rooted in product and industrial design to bring their visions to life. Field visits, fashion weeks, and seminars deepen their understanding of traditional craftsmanship and modern India's evolving needs. This immersive course offers hands-on experience in Indian fashion design.





## FASHION COMMUNICATION & STYLING

Dynamic domain within the fashion industry that acts as a bridge between individuals/ brands and consumers. This program seamlessly integrates fashion business, design practices, and various media techniques to convey the language of fashion. It places a strong emphasis on creating captivating content through words, graphics, and imagery, all while maintaining a solid design foundation

## INTERIOR DESIGN

Equips students with the technical prowess to transform spaces into highly functional and aesthetically pleasing environments. Program focuses on designing diverse spaces, socio-cultural trends and a nuanced understanding of societal needs. Through experiential learning students gain practical mastery of the discipline. Upon graduation, students well-prepared for careers in styling, retail design, and visual merchandising, armed with the technical know-how to excel in the industry.



## PRODUCT DESIGN

Is a rigorous program, arming students with the technical skills required to manifest their design concepts. Our curriculum fosters interdisciplinary exploration and lateral thinking, incorporating advanced courses in graphic representation and material prototyping. Graduates are primed to excel in consultancy roles, thrive in various industries, or contribute their expertise to design studios, positioning themselves as accomplished professionals in the field of design.

## STRATEGIC DESIGN MANAGEMENT

Combines Design Thinking and Business Strategy to explore new ideas and their market potential. The program emphasizes the 'business viability' aspect of Design Thinking, enabling professionals to drive 10X growth by implementing innovative business models and identifying routes to market for new ideas.



# Industry Integration

**Get immersed alongside academic learning with industry through live projects, masterclasses & workshops**

Every successful person has a story to tell. We make sure these stories reach aspiring minds and give them the confidence to rise above the mundane, aim to make a difference and work with a goal in mind that will lead them to their dreams!

We have many associations with the best from the industry. These genius partners give our students' success stories brevity and measure. Their involvement, continuous feedback and recruitment opportunities make ATLAS a unique design destination for design learners.

Along with outside the class learning, every summer also opens up a world of experience for our learners.

**Observership:** between Semester 2 and 3. Initial exposure for students to gain first hand experience to professional practises, culture and behaviour of the design industry.

**Apprenticeship:** between Semester 4 and 5. Intermediate training experience for students to pursue disciplinary opportunities.

**Internship:** between Semester 6 and 7. Highly structured, formal and collaborative development of students with an academic and industry mentor



**Our industry partners enhance every students' learning experience. They inspire, aspire and nurture the learners to be industry ready!**

Learning at ATLAS happens inside the classrooms well as outside the classroom. The curriculum provides for industry interaction, continuous feedback, live projects and year round events.

### **Jury & Reviews:**

Semester and year-end reviews are key to students' academic progress. We ensure a balanced academic and industry feedback is given to each student at the end of his semester.

### **Workshops & Masterclasses:**

Continuous engagement and interaction with industry professionals and experts is a part of the students' daily learning experience, enhancing their communication and soft skills as well. This prepares students before setting foot in the industry on the knowhows of the professional world, giving them an advantage in the careers.

### **Pre-Placement & Career Connect:**

Large multinationals, global agencies and renowned studios participate in the pre-placement and career connect drives to understand the students' potential, capabilities and give them opportunities before their final academic reviews.

### **The Annual Round Table Conference:**

an engagement with eminent industry guests to further ATLAS's vision of bridging the industry-academia gap. The conference touches upon topics like the roles and opportunities available in the industry, the skills and knowledge required, the challenges and gaps faced and the scope for adding more value and substance to the design curriculum.

**Our students graduate to work with the most well known designers, brands & companies!**





**Ms Pernia Qureshi**



**Mr Hemant Suthar**



**Mr Pul Gasrdien**



**Mr Ram Raghavan**



**Sabhyasachi Mukherjee**



**Mr Karan Johar**



**Mr Mark Reed**



**Mr Abhimanyu Kulkarni**



**Karan Johar**



**Ms Bandana Tiwari**



**Prof MP Rajan**



**Mr Sandeep Ozarde**



**Mr Chetan Sharma**



**Mr Rajeev Masand**



**Mr Kurnal Rawat**



**Mr Manish Malhotra & Ms Suzie Menkes**



# International Associations

**Our students, visit, learn and pursue further education support from over 30 universities across the globe. For us at ATLAS, learning is not restricted by borders!**

The international office at ATLAS makes sure you get global exposure and perspective through your 4 year undergraduate program. From developing new collaborations to enhancing existing relations, the international office ensures that students have a wide array of international experiences to choose from. These initiatives offer opportunities for students and faculty to participate in activities with students, universities, and other institutions abroad.



**50+ international faculty**  
**30+ international transfers**  
**180+scholarships**  
**30+ summer school**  
**95+ global study projects**  
**30+ masters' progression**





"It's been really exciting, you can absolutely see the energy of the city and the students here. Parsons is privileged to have our campus in New York and Paris and to have our collaboration here in india."

Ms Erine Stine - Parsons School of Design, New York

"I had an amazing experience working with some really engaged and interesting students who have been fearless in working on all sorts of topics and introducing different issues. They've been exceptional and have done some great work. It's been a really fun time. So I really recommended studying at ATLAS to anyone else who's thinking about taking about persuing education in design."

Phil Jones - Arts University Bournemouth

"The students of ATLAS have a very thoughtful and honest approach to their work. It was great to see a very wide range of work across the disciplines. I was happy to see the synergy between ATLAS and Parsons. It's clear that both the institutions have shared commitments to creating positive contributions to the society, to culture, to addressing issues of global importance. These values reflected through the work that I saw across all disciplines."

Jason Kass - Parsons

# Student Experience

**Celebrate every festival, participate in India's first Design Fest and indulge into a high energy student life like never before!**

Education forms the edifice of a person's life and we, at ISDI want to provide an environment that is supportive of their growth. At ATLAS, student support is one of the most active departments. Our support staff is amicable, friendly and always available to ensure students never feel any discomfort.





### Co-curricular Activities:

Academic interaction combined with an active set of co-curricular activities is a part of ATLAS culture. From game nights, to our band's Jam Session, Bake Sales for our cooking aficionados, there's always something creative brewing at the end of his semester.

### Social Activities:

Being home to students from all across the country, ATLAS celebrates every festival with unparalleled zeal and enthusiasm. Our calendars are marked with our annual Groove To Garba, Cosplay, Halloween and much more.

### Sports Activities:

Sports helps our students unwind, helps them learn and grow. In collaboration with the Sports Department of the Student Council, teams for various sports are made, and students participate in tournaments/fests across the city.

### Inferno: Asia's First Inclusive and Virtual Creative Arts & Design Fest:

A platform for creative individuals, artists, designers, filmmakers and all creatives at a college level to enhance skills and engage with industry professional that encourages an exchange of knowledge and ideas while building a conducive design community by dissolving the borders between all creative aspects.

### Student Awards:

Our champions aren't restricted to the definition of finishing a race of sorts, in fact, our champions are defined by their ability to propel another person to reach their finish line too, shape themselves, their peers, the School and the industry at large. This designation of ATLAS Champion befits the ATLASian who volunteers to build the institution positively, the one who is defined by his/her enthusiasm and proactiveness. They are credited with a level of authority and a say in several decision-making processes within the ambit of the student experience. It is only apt for the one who champions causes, champions academics and champions the role of a peer mentor with humility, to take on the mantle of the ATLAS Champion.

# Research & Innovation

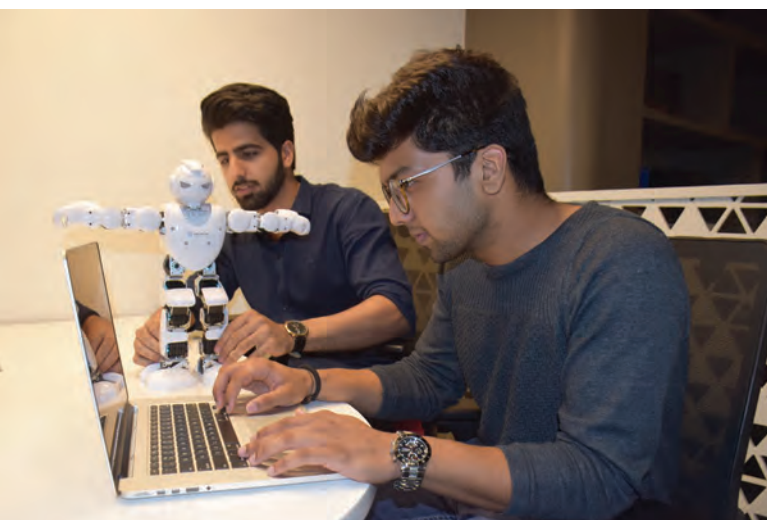
**Redefining academic and industry practices through disruptive innovations**

Research and Innovation Cells are the most important initiatives, besides teaching & learning. With experienced faculty, dynamic research scholars, state-of-the-art research facilities, well-drafted research quality assurance guidelines, & supportive management, our campus facilitates research. It allows students to learn as they experiment.

To ensure quality research, we ensure excellent infrastructure to faculty, students, industry trainees & government nominees

## Our Partners

1. MSSDS - Maharashtra State Skill Development Society
2. Pradhan Mantri Kaushal Vikas Yojana
3. Pramod Mahajan Kaushalya & Udhyojakta
4. Skill Sakhi
5. Entrepreneurial Development Training Program
6. Skills Acquisition & Knowledge Awareness for Livelihood Promotion (SANKALP)



# Awards & Recognition

**'India's pathbreaking urban design school'**

- The Economic Times

**'Most innovative design school in India'**

- The Economist

**'India's No. 1 design school'**

- The Times Of India

**“ATLAS is a school that looks into the future. With such commitment, I am very sure that aspiring youngsters who will come here to study will surpass us to become superior than us in the industry**

**Piyush Pandey**

Executive Chairman & Director,  
Ogilvy & Mather, India and South Asia



**The  
Economist**



# Innovation Quotient

**Redefining academic and industry practices through disruptive innovations**

**Continuous Industry Engagement:** Students gain exposure to the industry through various levels of industry interaction starting from gaining first hand experience during Observerships, Apprenticeships and Internships to Final Year Thesis/Capstone project along with interactions during classroom lectures and edifying seminars.

## **Wednesday Electives:**

Unique electives are a pathway to holistic learning emphasizing the need to explore new and emerging interests in the industry. Electives challenge conventional thinking and inspire students to pursue specific interests and multidisciplinary learning across years in design and non-design subjects.

## **Embracing Technology Nuances:**

From conducting virtual classrooms and organizing informative webinars with professionals from all across the globe to equipping students with the skill to utilize diverse softwares, ATLAS prepares students for their professional journey ahead, ready to take on innovation challenges in any form.





### **Research-Aided Learning:**

Students are not only encouraged to advance their knowledge but to also contribute their insights and findings to the field. Our modules encourage students to explore various research methodologies throughout their four years and apply the learnings of the same into their Thesis - an intensive research driven project.



### **Peer to Peer Learning:**

Learning, critical thinking and debates in class involve peers to peer interaction and encourages peer learning. We believe that peers should collaboratively progress and not compete with each other. Peer learning also prepares students to be open and accepting of feedback and criticism - a very important soft skill for a designer.



### **Balance of Theory & Practise:**

We believe a great designer is not just an academic genius, but an independent thinker, a professional with balance of theory and practice. Our pedagogy is structured to ensure both. Through immersion, events and constant interactions, our students are trained to dress, act and conduct themselves as surroundings demand.

### **Live Projects:**

Students at ATLAS, led by faculty mentors





**STUDENT  
WORK  
FEATURED  
IN  
VOGUE  
INDIA**

## Patents

### Sehat



Student Name: Nilay Kachalla

### Khaad

Student Name: Zainab & Arohi



### Toasty

Student Name: Alankisha Mahija

### Bridge



Student Names:  
Shrishti Sirsawale  
Riddhi Mehta  
Pallavi Patnaik  
Ranya Satish

### Bozo

Student Name: Sanya Shah



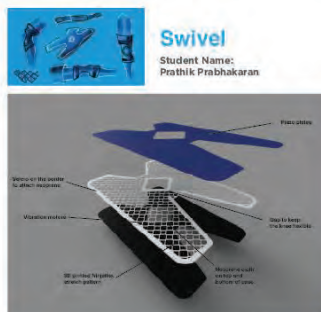
### Swerv



Student Name: Sameer Kothari

### Swivel

Student Name: Pratik Prabhakaran



### Connecting dots



Student Name: Disha Shah | Shikha Verma



**PACKAGE  
DESIGN  
HACKATHON &  
REDESIGN OF  
DISPLAY UNITS  
FOR MONDELEZ  
INTERNATIONAL**





ATLAS has helped me grow as an individual. I have developed a diverse set of skills which has prepared me to be flexible and agile to work in a dynamic economy. The exposure and experiences at ATLAS has made me take a step further towards achieving my goals"

Preet Ruparelia/ SDM





“Life at ATLAS has been a series of great academic learning filled with lot of extracurricular activities. The exposure that I have got over in the past three years has definitely helped me become a more confident person and a better designer”

Anantika Sethic / CD



# Admission Process

At ATLAS, we believe in spending time with each applicant before we make a selection. Therefore we accommodate a limited number of students on a particular day at each venue.

Therefore our entrance exam is conducted on multiple dates and various locations.

STEP 1



## APPLY ONLINE

- Apply at [www.atlasuniversity.edu.in](http://www.atlasuniversity.edu.in) and pay the application fee online



STEP 2



## ENTRANCE EXAM

- Upload your Portfolio
- Design Aptitude Test (DAT)
- Online Interview



STEP 3



## RESULT DECLARATION

- All results are declared online and also via selection emailers



STEP 4



## ENROLLMENT

- Payment of admission fees by the prescribed date



## Eligibility Criteria

### For Undergraduation:

Students who have appeared for 10+2 examination (A level, CBSE, HSC, IBDP, ISC etc) or its equivalent in any discipline (Eg Science, Commerce, Arts)



**WE'D LOVE  
TO HEAR  
FROM YOU!**

## Contact Us



### **ATLAS SKILLTECH UNIVERSITY**

Tower 1- Equinox Business Park, Off Bandra-Kurla Complex (BKC)  
LBS Marg, Kurla West, Mumbai 400070



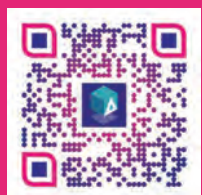
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**www.atlasuniversity.edu.in**



**Follow us on Instagram**

**@atlasskilltechuniversity for more updates!**