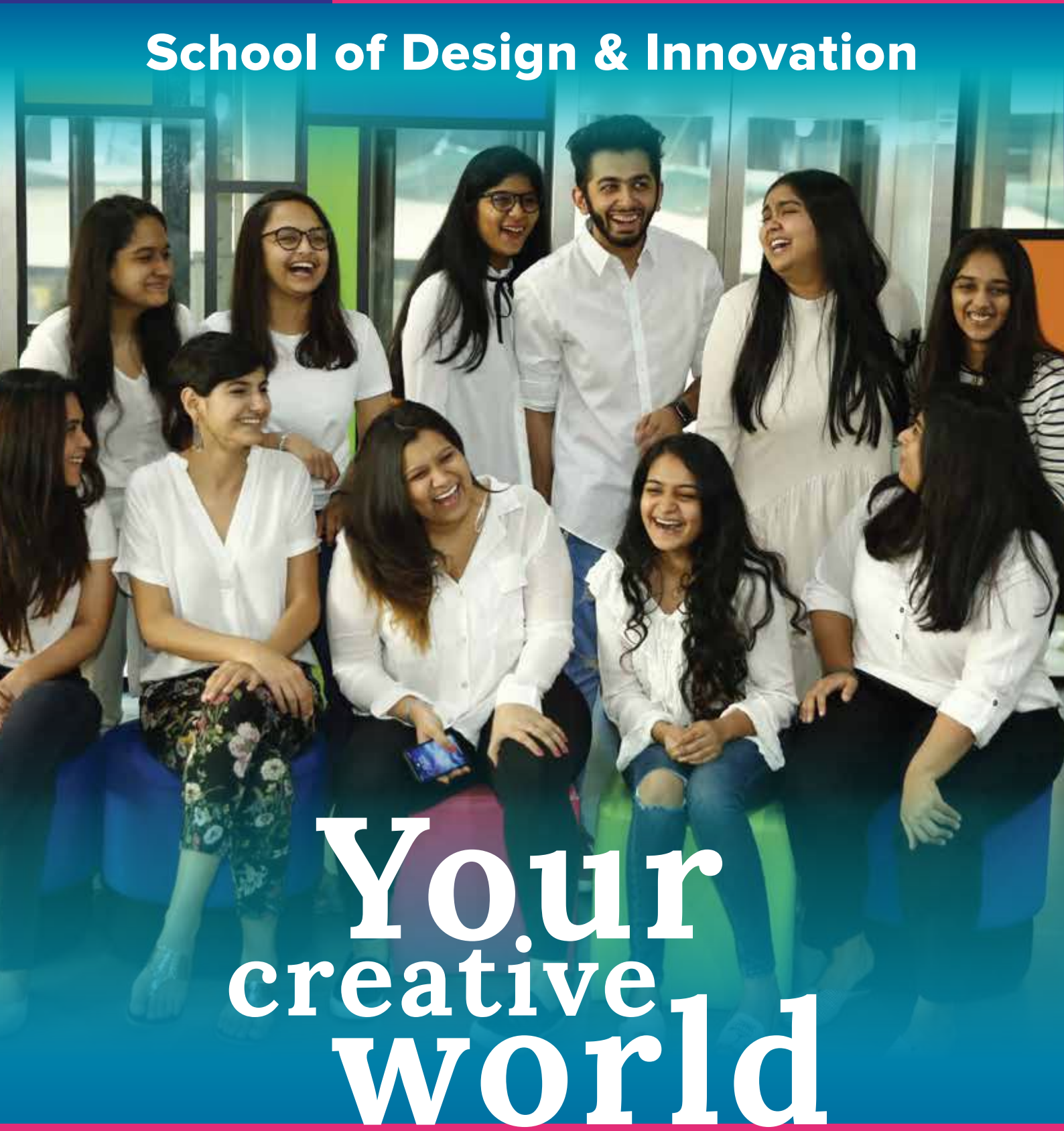
ATLAS SKILLTECH UNIVERSITY

ISDI
School of Design & Innovation

School of Design & Innovation



Your creative world

Undergraduate Programs in Design

www.atlasuniversity.edu.in
Follow us on Instagram @atlasskilltechuniversity

DO YOU SEE YOURSELF AS A DESIGN LEADER?





DO YOU HAVE AN EYE FOR DETAIL?

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

ATLAS Skilltech University has one of India's leading schools of design & innovation based in the heart of Mumbai. The institute offers cutting-edge, innovation-focused programmes that are based on intensive specialisation built on strong fundamentals of liberal arts, critical observation, disruptive design thinking, exploration of emergent technologies and master classes. It enables students to fully exploit creativity, to deliver social and economic benefits through design and to achieve commercial success through innovation.

ATLAS SkillTech University, a State Private University located in the heart of Mumbai, at Bandra Kurla Complex, in the state of Maharashtra. Atlas Skilltech University is recognised by UGC.

...intrigued?

Here are the top 10 reasons why you should be at ATLAS

01

Curricular Collaboration with

THE NEW SCHOOL PARSONS

#1 in the USA for undergraduate design studies

- Academic Certification
- Parsons' Curriculum
- Student Transfers
- Masters Progression
- Faculty Development

School of Design & Innovation has received curriculum development support from Parsons School of Design since its establishment in 2013. This unique partnership for curricular excellence ensures our students have access to global contemporaneity curriculum, proven teaching learning methods enabling our students to be the design leaders of the future and solve problems meticulously.



02

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





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



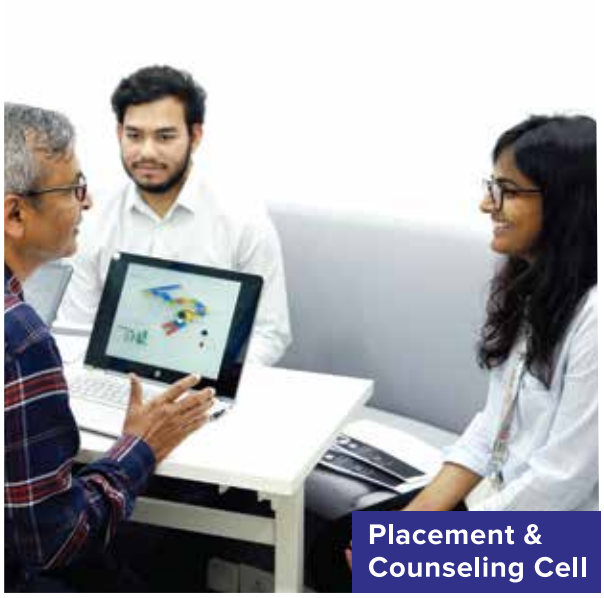
Innovative Experiential Learning Spaces



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

Coding Lab



Motion Capture & Editing Studios



Design Programs & Pedagogy

04

ATLAS's multidisciplinary courses are designed in a didactic and learner-centric manner. The curriculum is student-led. Each year is curated keeping in mind the industry trends, integration of theory and practice and future orientation.

Our pedagogy is constantly updated and restructured keeping in mind the changing nature and demands of the industry. Our modules have a strong foundation but are versatile in nature. This enables us to take student feedback, shift in ideologies, the environment etc., into consideration every year.

Experience a choice based Interdisciplinary curriculum Driven by liberal arts

ATLAS Pedagogy

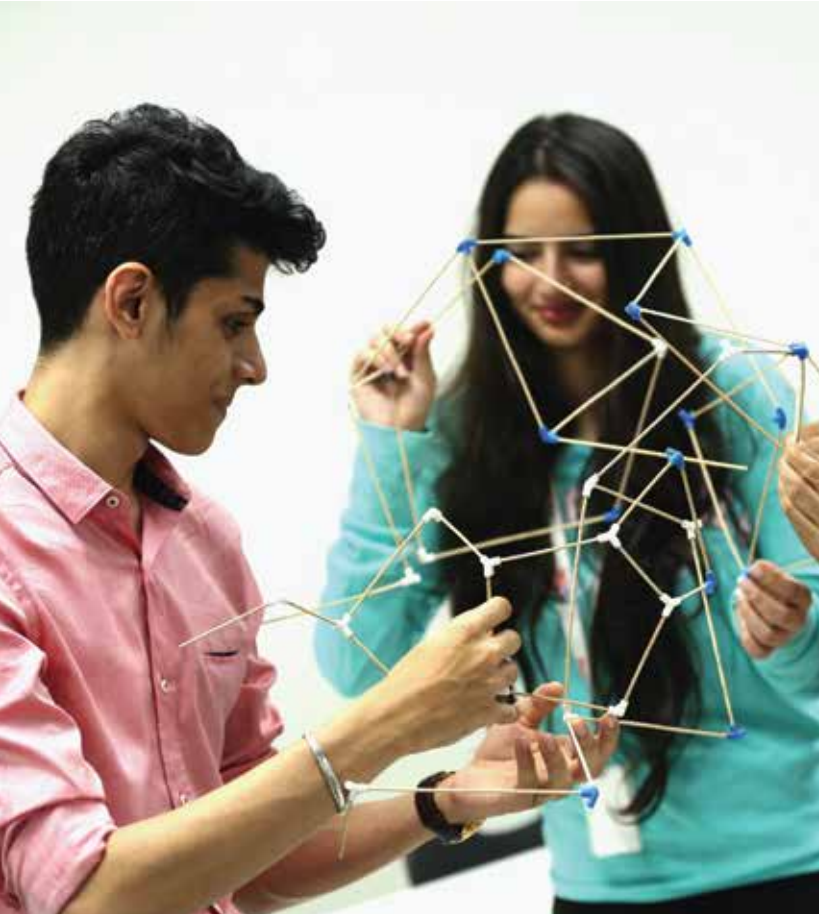
Research & Experimentation

Idea Development

Industry Collaborations

Skills Building Workshops

Peer Learning



The First Year Studies

is an intensive year where students explore art and design concepts, skills, and critical practices. The course gives students a strong foundation, and prepares them to become agile thinkers, proficient makers, and lifelong change makers.

This interaction is a central aspect of the first-year experience. Today's classmates are tomorrow's colleagues, and the intensive First Year Studies ensure that the student is well rounded both as a designer and an individual.



Communicaton Design

enables students to achieve the creative transition between words and pictures, to tell compelling stories through persuasive experiences. The students will be ready for challenging careers in communication planning and design, publishing, motion and broadcast media, advertising, branding, Space communication and interaction design



Strategic Design Management

is an interplay within Design Thinking & Business Strategy. The program develops the skill of investigating new ideas and offerings from the lenses of business investments and market potential – the 'business viability' pillar of the Design Thinking approach. These professionals can help organization achieve 10X growth by exploring and executing new business models and identifying routes to the market for new ideas.



Product Design

offers students a deeper understanding of the diverse topics of product and industrial design and builds expertise in the tools and techniques to translate their visions into products, this program prepares you to explore disciplinary boundaries and encourages lateral thinking through skill-building courses in graphic representation and material prototyping. Students could choose to pursue consultancy oriented roles, work in the industrial, service sector or do a stint in a design studio.



Fashion Design

offers students a deeper understanding of the diverse topics of product and industrial design and builds expertise in the tools and techniques to translate their visions into products, this program prepares you to explore disciplinary boundaries and encourages lateral thinking through skill-building courses in graphic representation and material prototyping. Students could choose to pursue consultancy oriented roles, work in the industrial, service sector or do a stint in a design studio.



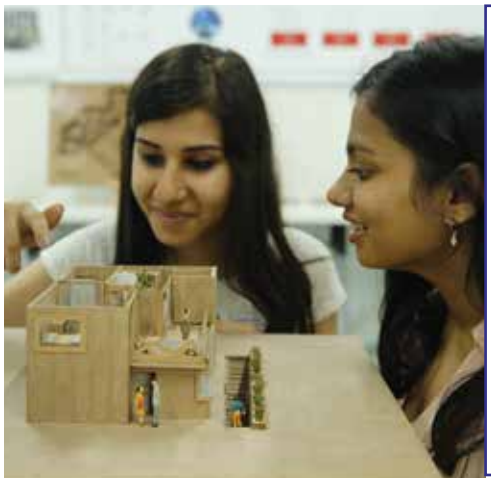
Fashion Communication & Styling

is an exciting domain of the fashion industry with a multilateral dialogue between the individual/brand and its consumers. Integrating Fashion business, Fashion system and Communication strategy with design practice, new media techniques and new channels to articulate the language of fashion and balance the understanding of design along, the program also focuses on the delivery of good content in both word, graphics and imagery.



Fashion, Luxury & Lifestyle Design

caters to the future of the design industry. It is multi-disciplinary and collaborative, students are encouraged to explore, experiment and innovate products (materials and methods) and develop business acumen for different market segments, both domestic and global. Fashion, Luxury and Lifestyle Design program will give students an opportunity to learn the mechanism and structure of the fashion industry from conceptualization to production.



Interior Design

prepares the students for an exciting role of transforming physical spaces into functional, comfortable habitats. Our students learn to design a wide range of spaces, rooted in socio-cultural trends and deep understanding of the society we live in. ATLAS provides students with a platform to explore, discover and learn the craft hands-on via field trips and other interactive opportunities. Students can explore careers in styling, retail designing and visual merchandising.











Year 1 - First Year Studies

Academic Learning

Logic building, answering the 'why', exploring design disciplines by doing, developing an eye for aesthetics and details

Industry Integration

Career Cafe; Observership

International Exposure

Global Immersion

Year 2 - Specialization

Academic Learning

Tools, frameworks, elements, foundational theory

Industry Integration

Apprenticeship

International Exposure

International Transfers

Year 3

Academic Learning

Developing a holistic approach, live projects, concept to prototype

Industry Integration

Internship; Career Connect

International Exposure

Semester Exchange

Year 4

Academic Learning

Collaboration with Industry, Independent andprofessional projects, industry readiness

Industry Integration

Thesis/Capstone; Placement









05

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, continuos 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!

Godrej · IKEA · Mahindra · DKNY · Microsoft · Tommy Hilfiger · Tata Motors · Vogue · Infosys · Samsung · Larsen & Toubro · Titan · Bajaj · House of Anita Dongre · Jimmy Choo · Zara · Adobe · Bisleri · Philips · H&M · Google · Condé Nast · Masaba · Ogilvy · Guess · The Times of India · Landor · Bazaar · Anita Dongre · Marc Jacobs · HRX · Dharma Productions · Aditya Birla Group · Lowe Lintas · KPMG · Reserve Bank of India · 3M · Reliance Industries Limited · ITC Limited



Ms Pernia Qureshi



Mr Hemant Suthar



Mr Pul Gasrdien



Sabhyasachi Mukherjee



Mr Ram Raghavan



Mr Karan Johar



Mr Mark Reed



Mr Abhimanyu Kulkarni



Karan Johar



Ms Bandana Tiwari



Mr Sandeep Ozarde



Prof MP Rajan



Mr Chetan Sharma



Mr Rajeev Masand



Mr Kurnal Rawat



Mr Manish Malhotra & Ms Suzie Menkes

06

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

07

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:

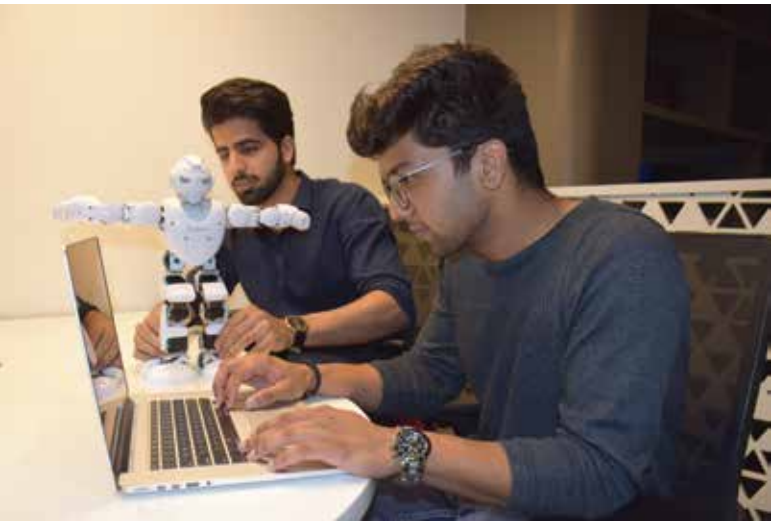
A platform for creative individuals, artists, designers, filmmakers and all creatives at a college level to enhance skills and engage with industry professional that encourages an exchange of knowledge and ideas while building a conducive design community by dissolving the borders between all creative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







08

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)

09

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





10

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.

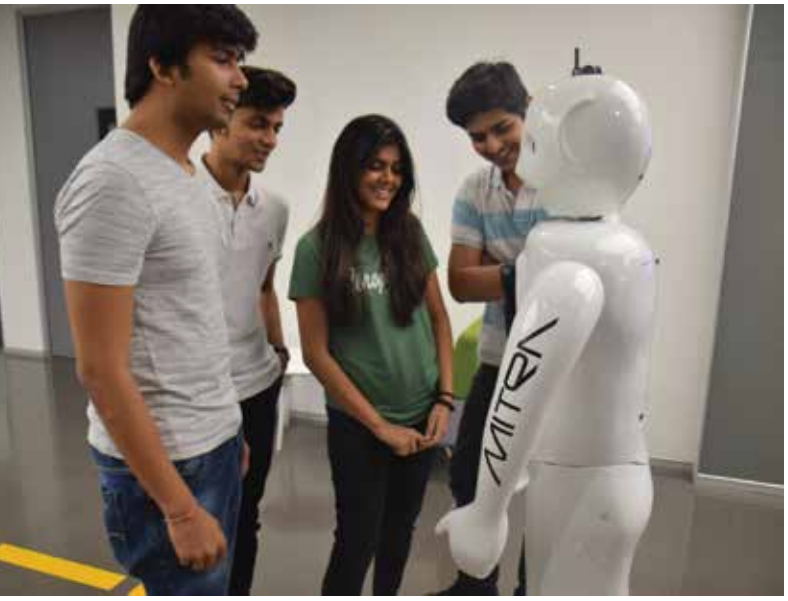
Wednesday Electives:
Unique electives are a pathway to holistic learning emphasizing the need to explore new and emerging interests in the industry. Electives challenge conventional thinking and inspire students to pursue specific interests and multidisciplinary learning across years in design and non-design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



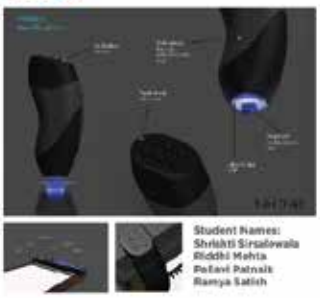
STUDENT WORK FEATURED IN VOGUE INDIA

Patents



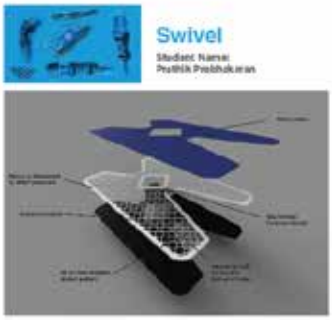
















PACKAGE DESIGN HACKATHON & REDESIGN OF PRODUCT DISPLAY UNITS FOR MONDELEZ INTERNATIONAL



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 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

Scan the QR Code to apply

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)















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 hasmade me take a step further towards achieving my goals"

Preet Ruparelia/ SDM







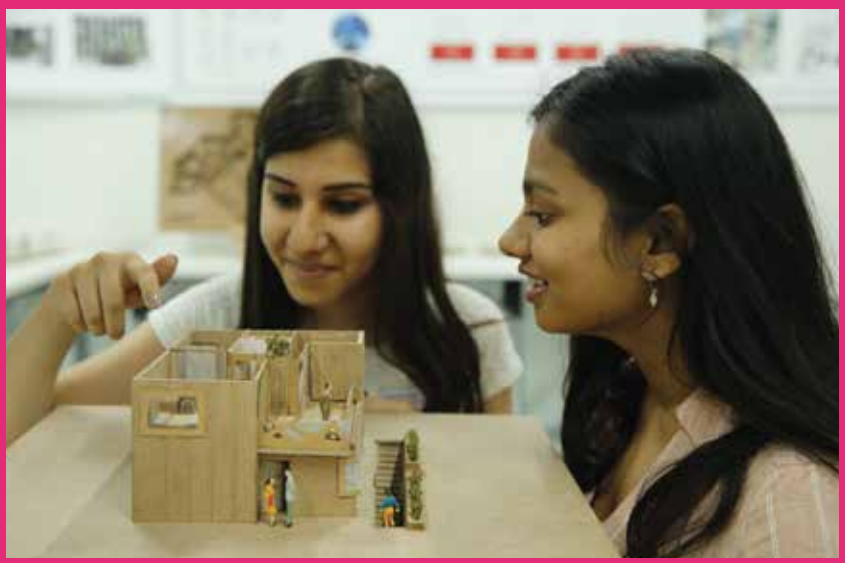


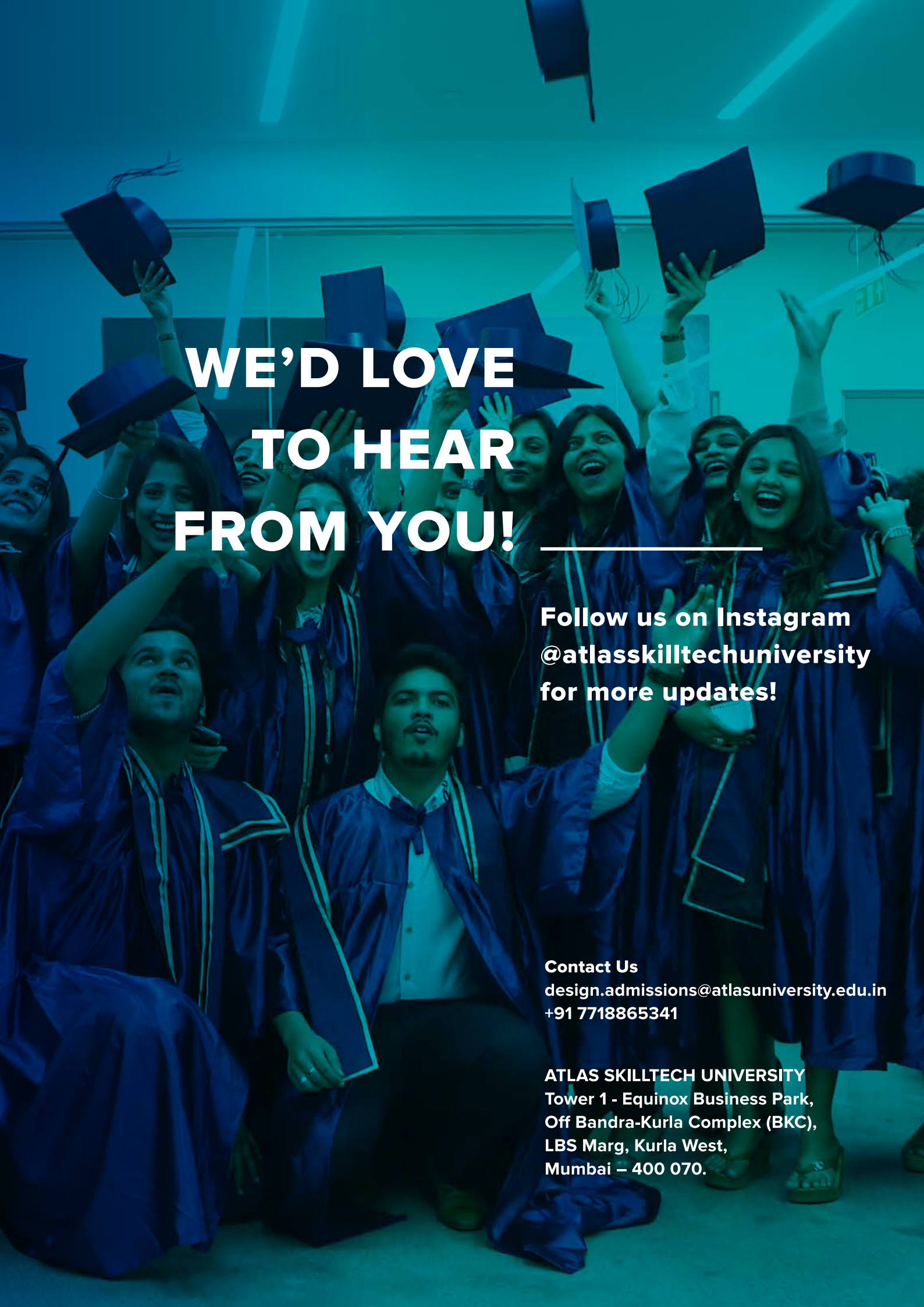


“Life at ATLAS has been a series of great academic l earning filled with lot of extracurricular activities. The exposure that I have got over in the past three years has definitely helped me became a more confident person and a better designer

Anantika Sethic / CD







WE'D LOVE TO HEAR FROM YOU!

Follow us on Instagram @atlasskilltechuniversity for more updates!

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