



**ATLAS**  
SKILLTECH  
UNIVERSITY

**ISDI**

School of Design  
& Innovation



# DESIGN FUTURES (M.Des)

2 YEARS IMMERSIVE MASTERS PROGRAM

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# Welcome to ATLAS

A campus beyond the ordinary!

Located in the heart of Mumbai, one of the world's top ten centres 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 about absorbing information, forging your path, exploring new frontiers, and shaping your future. So, 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!



Tim Cook, CEO, Apple Inc with our students



## 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.”



# What is it about?

The Master of Design (M.Des) in Design Futures is a two-year postgraduate program that aims to equip students with the skills and knowledge to design innovative solutions for the complex challenges of the present and the future. The program offers a multidisciplinary approach that integrates visual, product, and interaction design with social, cultural, and environmental aspects. The program is based in India, where students will have the opportunity to learn from and collaborate with leading design practitioners, researchers, and industry partners. The program curriculum consists of core courses, studio projects, and a year-long thesis. The courses in this program allow students to learn from a range of topics such as sustainable design, speculative design, data visualization, design for social impact, and more. The studio projects are collaborative and experiential learning opportunities that challenge students to apply their design skills and knowledge to real-world problems and contexts. The thesis is a self-directed research and design project that showcases the students' original and creative contribution to the field of design futures enabling them to bring about a disruptive change in any field of their choosing. The Master of Design (M.Des) in Design Futures is a unique and exciting opportunity to explore the potential and possibilities of design in shaping the future. If you are passionate about design and want to make a positive difference in the world, this program is for you.



“ You don’t think your way to creative work.  
You work your way to creative thinking. ”

– George Nelson



## The Super Team



**Prof. Anando  
Dutta**  
Dean, ATLAS ISDI



**Prof. Gourav  
Keswani**  
Program Director,  
PG Design



**Prof. Vaibhav  
Mohite**  
Program Director,  
Product Design



**Prof. Ritika  
Karnani**  
Program Director,  
Strategic Design &  
Management (UG)



**Prof. Uttam  
Suresh Kumar**  
Program Director,  
First Year Studies



**Prof. Mohit  
Bhardwaj**  
Program Director,  
UI UX



**Prof. Rita  
Ashra**  
Program Director,  
Communication Design



**Prof. Riddhesh  
Adarkar**  
Program Director,  
Animation & VFX



**Prof. Anees  
Cementwala**  
Director, Center of  
Product Innovation



**Prof. Manasee  
Kakkad**  
Associate Program  
Director



**Dr. Arpita  
Purohit**  
Research Lead



# Industry Visits



**Pradyumna Vyas**  
Sr. Advisor of Design  
Promotion & Innovation  
at Confederation of  
Indian Industry (CII)



**Santosh Patil**  
Digital Design Lead,  
British Petroleum



**Sanjay Gurbuxani**  
VP, IBS AMEA & Global  
Digital Innovation  
Mondelez International



**Ram Raghavan**  
President - Enterprise  
Oral Care



**Tanvi Purohit**  
Principal UX Designer  
Zeux Innovation



**Pratap Bose**  
Chief Design Officer  
Mahindra



**Ayan Pal**  
Chief Creative Officer,  
Deloitte USI



**Don Norman**  
Director  
The Design Lab



**Somdutt Sarkar**  
Design Director  
P&G



**Sushi Suzuki**  
Associate Professor,  
Kyoto Institute  
of Technology



**Angad Daryani**  
Chief Executive Officer  
Praan



**Jamil Khatri**  
Senior Partner  
KPMG



**Vivek Pandit**  
Senior Partner,  
MCKINSEY & COMPANY



**Anant Goenka**  
Managing Director  
CEAT Ltd



**Aryaman Birla**  
Director, Aditya Birla  
Fashion & Retail



**Matteo Vignoli**  
Associate Professor  
University of Bologna



**Aniston Anthony**  
UX Designer | Mercedes  
Benz R&D, India



**Alipta Ballav**  
Sr. Design Manager &  
Product Lead, Microsoft



**Trivikram Annamalai**  
Design  
Google



**Shubham Gupta**  
UX Designer  
Philips

# The ATLAS Pedagogy

## 1. Critical and System Thinking Led Tools:

Develop understanding of large level issues to come up with impactful channels of interventions.

## 2. Classroom Discussion:

Concepts & Fundamentals Discussion using lecture PPTs, AVs as per the requirement.

## 3. Case Studies:

Analyze real-world business cases to extract insights, make recommendations, and evaluate business strategies.

## 4. Collaborative Learning:

Encouraging teamwork in data analysis projects to simulate real work environments.

## 5. Industry Plug-ins:

Industry experts invited to discuss specific topics in the course in the class





# Course Structure

## YEAR 1 - SEMESTER 1

Critical Design
Xperiential Design
Maker's Studio
Designing with AI
Skill - Virtual
Skill - Analog

## YEAR 1 - SEMESTER 2

Systems Design
Service/Life-Cycle Design
Innovator's Studio
Designing for XR
Entrepreneurship
Disruptive project

## INTERNSHIP

## YEAR 2 - SEMESTER 1

Year of experimental creation



**2 YEAR**

**40+40  
CREDITS**

**19  
COURSES**

**2 SEMESTERS  
PER YEAR**

**15 WEEKS  
PER  
SEMESTER**

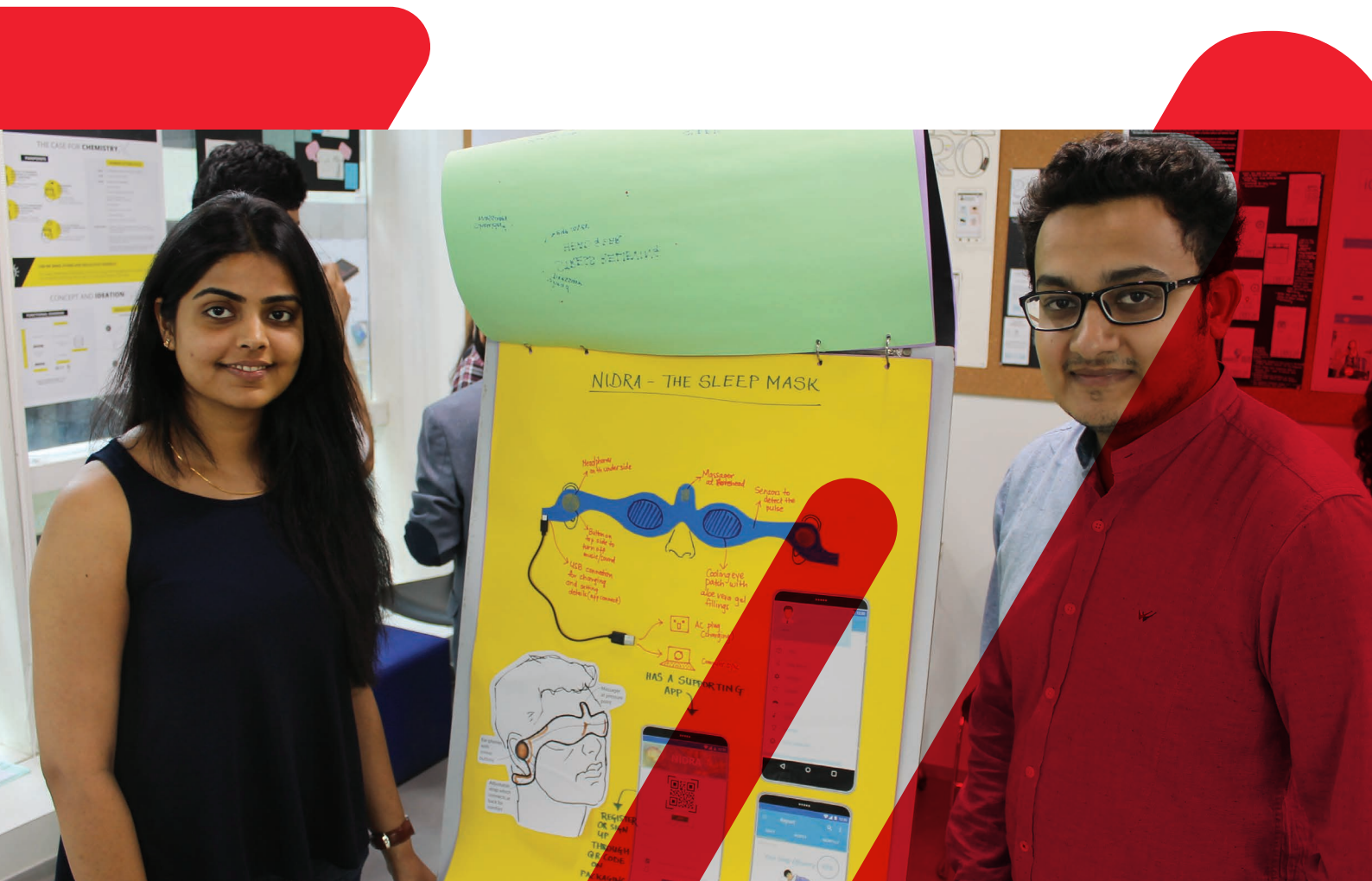


# Key Highlights

- First of its kind Design Program in India
- Cutting Edge Industry Connected Faculties
- Learning Through Live Projects as Case Studies
- Global Exposure through various channels including Faculties and Studies

# Skills Acquired

- Designing with AI
- Designing for a digital era - 2D/3D/AR/VR/MR/XR
- Idea to reality to impact
- Design disruption with contextual relevance
- Innovation and Invention frameworks
- Worldview and Conscious Global Citizenship







## Job Opportunities

Design Innovators

AI Designers

UX / UI

Design Strategist

Disruptive Entrepreneurship

## Employers & Partners



# Student Speak

“ The PGDI program has one of the best academic structures. Being a part of this program was immensely knowledgeable and great. I got to learn a lot from this program about Design thinking, product designing, UI/UX, User research and Visualization. Though it was studying remotely for us because of the pandemic that did not affect our academic structure. ”

**PGDI - Sejal Golchha - 2020-2021**  
UI/UX Designer at Vamstar

“ My experience at ISDI was a complete eye opener and a fantastic one at it. From the diversity of courses to experience brought by the professors, there was so much to take out of it. It made us future ready as well as ready to take on any challenge personally and professionally ”

**PGDI - Adesh Bhansali - 2019-2020**  
UX Lead at Lollypop Design Studio

“ DI course has motivated me to explore more in the field of design. Be it UX/UI, product design, business or new technologies. It has helped me think differently & work cohesively. ”

**PGDI - Pushti Gajjar - 2020-2021**  
Freelance Design Specialist

“ DI course has definitely motivated me to explore more in the field of design. Be it UX/ui, product design , business or new technologies. It has helped me think differently & work cohesively. ”

**PGDI - Savni Panandiker - 2019-2020**  
Design Consultant at Deloitte Digital

“ The DI course was the perfect course for me to start my UX journey. It gave me immense practical experience of how things work in the real world. The faculty is supportive. The subjects are well-curated and gave me an in-depth understanding of all techniques and methods. Since the course had limited students it helped all of us gain individual attention. There's a lot of learning and industrial exposure which I truly valued when doing the capstone project at the end. ”

**PGDI - Urmi Shah - 2020-2021**  
UX Designer at Human Factors International

“ At first, my mind was running amok with loads of questions about the course and what thereafter. But as I eased into the course, we started getting exposure to design and innovation at an international level which enabled me to expand my horizon of knowledge. To top that, connecting with Design Leaders who have made a mark in the industry helped me understand not just the academic aspects of Design but also practical applications in the industry. ”

**PGDI - Hemantkumar Das - 2019-2020**  
Design Consultant at Fractal








**ADITI SONI**  
Class of 2020

**Dr.Reddy's**



**ADESH BHANSALI**  
Class of 2020

**TATA DIGITAL**



**ISHA NAG**  
Class of 2020

**THE/NUDGE**  
INSTITUTE

## PURSUE YOUR DREAM CAREERS

Explore career pathways after Graduation




**NAINIKA PATWARI**  
Class of 2020

**PHILIPS**



**APEKSHA SINGHWAL**  
Class of 2020

**WONGDOODY**



**ARPITA ROY**  
Class of 2020

**Humane**

Business Designer  
Innovation Specialist  
Strategist  
Project Manager  
Design Researcher  
Service Designer  
Product Manager



**SHIKHA VERMA**  
Class of 2022

**Microsoft**



**ANURADHA PATIL**  
Class of 2019

**Humane**



**ANUJA SONAVANE**  
Class of 2022

**Dr.Reddy's**



# Global Projects

ME310 GLOBAL BUSINESS INNOVATION PROJECT  
WITH SUGAR NETWORK

## ADMISSION PROCESS

Students with a minimum of three years in a graduate program, regardless of the field, with at least 50% aggregate marks from any university recognised by the AIU. Those in their final year can also apply if they maintain a minimum 50% aggregate at graduation and have no live backlogs (ATKTs).

Examination - Candidates must have also appeared for one of the following entrance tests - GMAT, CAT, NMAT, XAT, MAT, CMAT, ATMA or any state CET tests

STEP 1



APPLY  
ONLINE

STEP 2



CHALLENGE

STEP 3



PORTFOLIO  
SUBMISSION

STEP 4



RESULT  
DECLARATION



STEP 5



PERSONAL  
INTERVIEW



STEP 6



ENROLMENT

## Eligibility Criteria

- Bachelor's Degree - min 120 credits
- 3 years min of post k-12 study - Bachelor's/Bachelor's Honours
- Any major/discipline accepted

## Contact Us



### ATLAS SKILLTECH UNIVERSITY

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