

Dr. Vishwanath Karad  
**MIT WORLD PEACE  
UNIVERSITY** | PUNE  
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



School of Design

## Department of Visual Arts

A University For Student's  
Life Transformation

2023 - 24

- + Bachelor of Fine Arts (BFA)
- + MFA (Applied Arts)  
With Emphasis on Research

REACH US @



# MIT-WPU

With a distinguished history of 40 years in exceptional academic excellence and a vast network of more than 100,000 alumni worldwide, MIT-WPU stands as one of India's foremost institutions of higher education, offering an extensive selection of over 150 programmes. These programs are crafted by distinguished Indian and international academicians, providing a balanced blend of theoretical and practical learning. MIT-WPU students are exposed to an experiential learning approach, benefiting from close mentor-mentee relationships, internships, and immersion programmes, which offer opportunities for real-world learning and personal development.

## School of Design

The School of Design at MIT-WPU is a leading institution in India that offers undergraduate and postgraduate programs in design and fine arts through its Departments of Design and Visual Arts. The school is dedicated to providing students with an excellent education in the field of design and to prepare them for successful careers in the creative industries.

The school's programs are designed to improve students' contextual understanding of design and to enhance their individual creative thinking, artistic and technical skills. The curriculum is designed to be both theoretical and practical, with a focus on hands-on learning through projects, studio work, and internships.

The school also provides students with a holistic learning experience through co-curricular activities such as entrepreneurship training, interdisciplinary collaborative innovation, and research projects, peer learning, industry visits and study tours to exhibitions, and research organizations such as the National Institute of Design, Ahmedabad, IIT Gandhinagar, Dubai expo, and other exhibitions.

The School of Design at MIT-WPU prepares students for successful careers in the design industry and to develop leaders who can drive innovation and growth in the creative fields. The school aims to provide students with a comprehensive education that includes not only the technical skills necessary for success in their chosen field but also the broader knowledge and understanding necessary to be successful in today's global economy.

## Department of Visual Arts

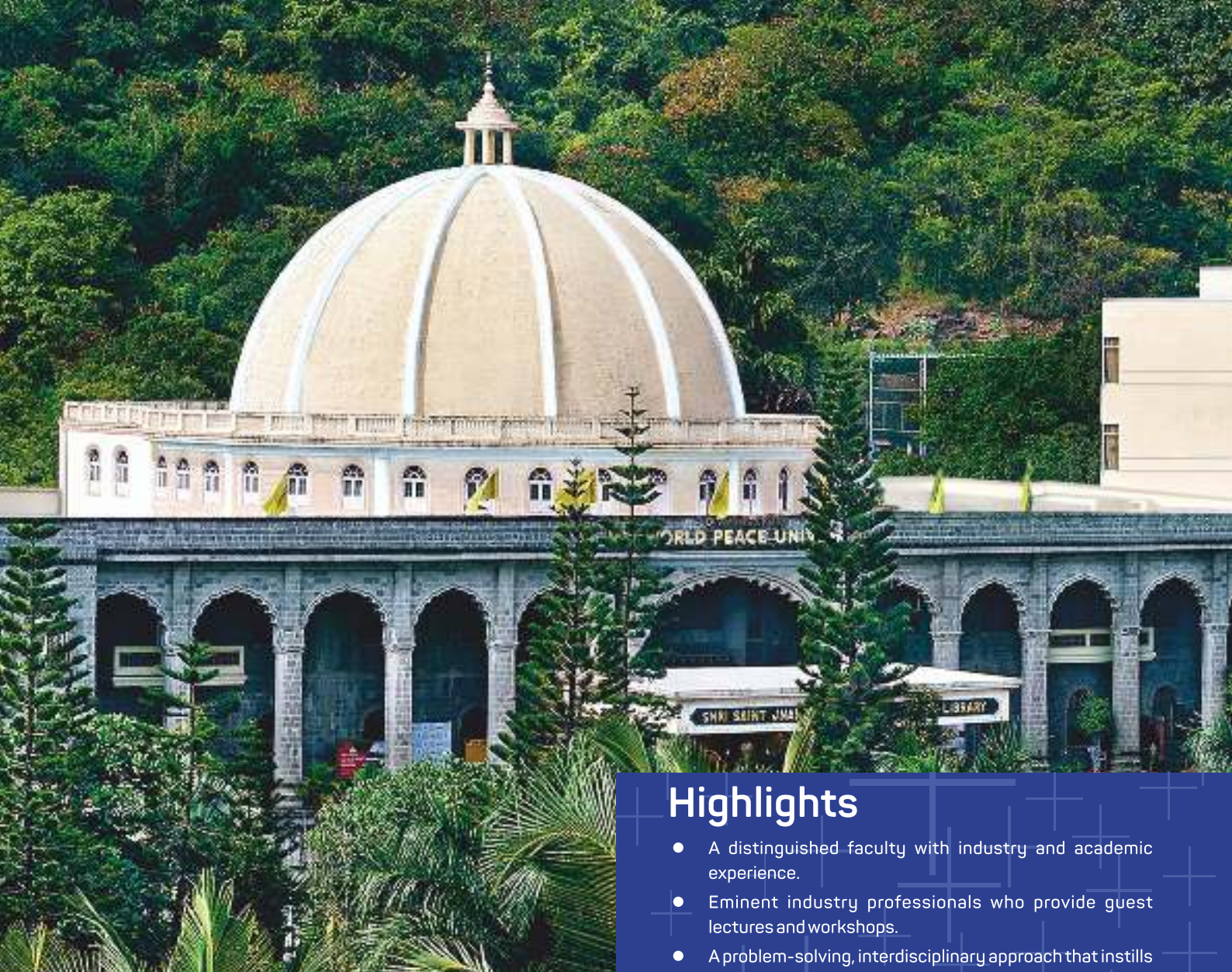
The Department of Visual Arts at MIT-WPU's School of Design provides cutting-edge undergraduate and postgraduate programmes that cater to the creative genius in search of a prosperous career in the rapidly evolving creative industry. Our industry-focused curricula are crafted by expert practitioners and academicians and blend the traditional and contemporary visual art practices with the latest technological advancements and techniques.

The Department is an energetic and vibrant community of creative individuals, led by our team of expert faculty members with diverse industry experiences. The department is not just a place for academic pursuits, but also a space for exploration, experimentation, and growth.

To keep students abreast with the current industry trends, we adopt MIT-WPU's unique pedagogy that includes immersive programs at rural, national, and international locations, industry visits, faculty-guided projects, internships, live projects, guest demonstrations and stakeholder engagements. The holistic pedagogy of the various programmes instills in students the ability to engage in independent, ethical, and contextually-informed visual practices that focus on functionality.

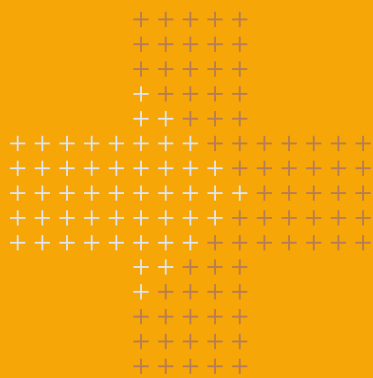
The Department aims to produce graduates who are not only knowledgeable, skilled, and innovative artists-designers but are also well-rounded individuals with a strong sense of social responsibility and a commitment to making a positive impact on the world.





## Highlights

- A distinguished faculty with industry and academic experience.
- Eminent industry professionals who provide guest lectures and workshops.
- A problem-solving, interdisciplinary approach that instills design thinking abilities.
- Hands-on learning and exposure through visits to industries.
- Specialisation electives such as illustration, typography, photography, user interface and user experience design, and additional certifications (MOOC) for skill development.
- Rural, national, and international immersion programs that sensitize students to ground-level realities and help them solve complex societal problems.
- A dedicated Center for Industry-Academia partnerships that supports students through internships and job placements with world-class organizations.
- A strong alumni network across the globe.
- More than 100 student-led clubs catering to varied interests, from technology to drama.
- Encouragement of entrepreneurship in students through funding, mentoring, and network connections in MIT-WPU Pune Technology Business Incubator (TBI).
- A focus on holistic personality development through yoga, meditation, and the Peace Studies Programme.



**WE LIVE**  
IN AN ERA OF  
**CREATIVE**  
PROGRESS






**Director's  
Message**

**Dr. Guruprasad Kuppu Rao**

School of Design





Dear Aspiring Student/s,

On behalf of the faculty and staff at the School of Design at MIT World Peace University, Pune, I would like to extend a warm welcome to all our new and returning students.

We are proud to be a leading institution of design education, offering a diverse range of programs that provide our students with the skills, knowledge, and experience they need to become successful design professionals.

Our curriculum is designed to provide a strong foundation in design principles, while also encouraging innovation, creativity, and critical thinking. We believe that design is not just about aesthetics, but also about solving complex problems and making a positive impact in the world.






At the School of Design, we place a strong emphasis on hands-on learning and practical experience. Our state-of-the-art facilities provide students with access to the latest tools and technologies, allowing them to bring their ideas to life and develop their skills in a supportive and collaborative environment.

We are also committed to providing our students with opportunities to engage with the wider design community. Our partnerships with leading design firms, organizations, and institutions offer students the chance to network with professionals in the field and gain valuable real-world experience.

As a student at the School of Design, you will be part of a dynamic and diverse community of designers from around the country and the world. Our faculty and staff are passionate about design and dedicated to helping our students achieve their goals and realize their full potential.

We encourage you to take advantage of all that the School of Design has to offer, from our academic programs to our extracurricular activities and community outreach initiatives. We believe that design has the power to change the world, and we are excited to work with you to make that vision a reality.

Once again, warm welcome to the School of Design at MIT World Peace University. We look forward to getting to know you and supporting you on your journey of discovery and growth.

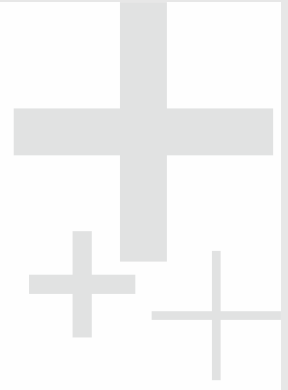




**Program Director's  
Message**

**Dr. Shruti Nigudkar**  
Department of Visual Arts





Step into a world of boundless imagination and limitless creativity at the Department of Visual Arts! As the Head of this dynamic department, I am thrilled to present our Bachelor of Fine Arts (BFA) and Master of Fine Arts (MFA) in Applied Arts programs that will ignite your passion and equip you with the skills to succeed in the exciting and ever-evolving world of creative industries.

Our programmes are designed to unleash your inner creativity and guide you through various facets of applied arts, including advertising, information design, branding, publication and web, e-learning, packaging, event & art direction, UI/UX designing, retail design, animation, social media, and beyond. Our curriculum is not just textbook-based, but is crafted in collaboration with experts in the field, ensuring that you are learning the latest techniques and trends that drive innovation.

At our department, we boast of an illustrious faculty, consisting of a blend of passionate professionals and educators, all committed to honing your skills and nurturing your creativity. Our campus is fully-equipped with state-of-the-art facilities, including specialized studios, computer labs, and industry-standard equipment, all designed to push your creativity to the limits.

We are not just about theory, but offer you a wealth of opportunities to develop your craft and create a portfolio that will blow potential employers away. Our students have the chance to work on live projects, intern with leading companies, and exhibit their work at industry events, allowing them to network with professionals and build a robust professional network.

At the Department of Visual Arts, we believe in creating an atmosphere that stimulates your imagination, and prepares you for a fulfilling career in the creative industry. If you are ready to unleash your creativity, then join us for an exhilarating journey of self-discovery and artistic expression!



## Bachelor of Fine Arts (BFA)

 Duration- 4 years

 Fees- ₹ 1,45,000 PA

A Bachelor of Fine Arts - BFA (Applied Arts) degree from MIT-World Peace University offers a multitude of highlights for students seeking a fulfilling academic experience. Our industry-relevant curriculum is supplemented with mentored projects, allowing students to work on real-world projects under the guidance of experienced mentors.

BFA (Applied Arts) offers specialisation electives in areas such as illustration, typography, photography, user interface, and user experience design, with additional certifications (MOOC) for skill development.

The distinguished faculty comprises industry and academic experts who offer valuable insights to students. The programme focuses on project-based learning for all four years through self-initiated or live projects.

Additionally, various guest lectures and workshops provide the students with access to diverse perspectives and knowledge. BFA (Applied Arts) prioritizes instilling design thinking abilities in the students through an interdisciplinary approach, fostering their problem-solving skills. The degree prepares students for careers in areas such as Advertising, Branding, E Learning, Packaging, UI UX, User Research, Animation, Information Design, Publication and Web Design, Event and Art Direction, Retail Design, Social Media, Graphic Design, Visualization, Illustration, Photography, Typography, Content and Creative Writing.

# BFA - MFA







# Master of Fine Arts (Applied Arts)

## With Emphasis on Research

 **Duration- 2 years**

 **Fees- ₹ 1,15,000 PA**

An MFA or Master of Fine Arts (Applied Arts) with Emphasis on Research programme is designed by academic experts to instill advanced artistic skills in students while also training them in research methodologies, norms, tools, and practices to help them succeed in both industry and academia.

While honing their skills, the programme teaches students how to conceptualise contextual solutions to real-world problems in visual communication and all of its subfields. They are taught to think about the larger contexts and social interpretations of design when bringing any creative idea to life. They learn to instill a collaborative design approach that considers the needs of all stakeholders.

Students learn to investigate and integrate various crafts, knowledge, and arts, as well as to develop a self-directed approach and thinking to the various schools of visual design. They are encouraged to present papers at national and international conferences, as well as to pursue internships and projects with industry professionals. Advertising, information design, branding, publication and web, e-learning, packaging, event & art direction, UI/UX designing, retail design, animation, social media, and other fields await students.



## Career Opportunities

- Advertising
- Branding
- E-learning
- Packaging
- UI UX
- User Research
- Animation
- Information Design
- Publication and Web Design
- Event and Art Direction
- Retail Design
- Social Media
- Graphic Design
- Visualization
- Illustration
- Photography
- Typography
- Content and Creative Writing



## BFA (Applied Arts)

### Lateral Entry

Students who have completed their Government Diploma in Arts with a minimum of 50% may apply for direct entry into the final year of the BFA programme at MIT-WPU.

 **Duration- 1 year**

 **Fees- As per the final year of BFA  
( ₹ 1,45,000 PA )**

# ELIGIB





## Bachelor of Fine Arts (BFA)

Minimum 50% aggregate score in 10+2/Class 12th or in equivalent examination (at least 45% marks, in case of Backward class category candidate belonging to Maharashtra State only)

### Selection Process

The selection process for the programme is conducted in two rounds based on Drawing Test, Personal Interaction & Portfolio Assessment.

The details of the MIT-WPU CET for BFA (Applied Arts) are as follows:

**1. Round 1:**

Online Drawing Test: 3hrs

Paper One: 2 Dimensional Design - 1.5hrs.

Paper Two: Memory Drawing - 1.5hrs

Or

Students who obtain a positive score in UCEED/PERA/MAH-CET Examination will be directly considered for Round 2 and their UCEED/PERA/MAH-CET score will be converted and considered against the 50 Marks allocated to Round 1

**2. Round 2:**

On selected candidates from Round 1 will give this.

Personal Interaction and Portfolio Review

**Note:** Details regarding MIT-WPU CET Round will be shared on registered email id via mail.

Students to use their own art material for MIT-WPU CET Drawing Test. Merit list will be prepared on the basis of selection process.

## Master of Fine Arts (MFA)

Minimum 55% aggregate score in Fine Arts or allied fields in 4-year graduation from UGC approved University or equivalent (at least 50% marks, in case of Backward class category candidate belonging to Maharashtra State only)

### Selection Process

The selection process for the programme is conducted in two rounds based on Drawing Test, Personal Interaction & Portfolio Assessment.

The details of the MIT-WPU CET for MFA (Applied Arts) are as follows:

**1. Round 1:**

Online Drawing Test : Total 3 Hrs

Paper One: 2 Dimensional Design - 1.5 Hrs.

Paper Two: Memory Drawing - 1.5 Hrs.

Or

Students who obtain a positive score in CEED/MAH-CET Examination will be directly considered for Round 2 and their CEED/MAH-CET score will be converted and considered against the 50 Marks allocated to Round 1

**2. Round 2:** Personal Interaction and Portfolio Review

**Note:** Details regarding MIT-WPU CET Round will be shared on registered email id via mail. Students to use their own art material for MIT-WPU CET Drawing Test.

Merit list will be prepared on the basis of selection process.

ILITY



# SCHOLARSHIPS

MIT-WPU awards scholarships to its meritorious students based on their academic performance in requisite National/State Level Entrance Exam scores and in the MIT-WPU CET Examination, conducted by MIT-WPU, for the academic year 2023-24. These scholarships are valid for the duration of the programme\*.

**The categories of Merit Scholarships are:**

- Dr. Vishwanath Karad Merit Scholarship
- MIT-WPU Merit Scholarships
- Scholarships to Elite Sportsperson
- Scholarship Awarded to the wards of MIT-WPU/MAEER's staff members and Alumni

\*Terms & Conditions apply

All Scholarships are awarded on a First Come First Serve basis

All Scholarships are awarded as fee adjustments.

To continue the scholarship for the entire duration of the programme,

- a) a minimum level of the academic score has to be maintained at an 8.5 CGPA across all semesters
- b) attendance is to be maintained at a minimum of 80 percent
- c) there should be no disciplinary action against the student.

**For more information visit**

<https://www.mitwpu.edu.in/scholarship/>



Scholarship for AY 2023-24	Dr. Vishwanath Karad Scholarship (100%)	MIT-WPU Scholarship I (50%)	MIT-WPU Scholarship II (25%)
Name of Programme / Specialisation	MIT-WPU CET Percentage	MIT-WPU CET Percentage	MIT-WPU CET Percentage
BFA (Applied Arts)	93 & Above	91 & Above	90 & Above



Scholarship for AY 2023-24	Dr. Vishwanath Karad Scholarship (100%)		MIT-WPU Scholarship I (50%)		MIT-WPU Scholarship II (25%)	
Name of Programme / Specialisation	Graduation Marks	XII Score	Graduation Marks	XII Score	Graduation Marks	XII Score
MFA (Applied Arts) with Emphasis on Research	90 & Above	85 & Above	86 & Above	81 & Above	84 & Above	79 & Above





# Internships

BFA (Applied Arts) program includes mandatory internship of a duration of 4-6 months. Some of the advantages of this internship include:

- + **Gaining practical work experience:** Students get the opportunity to work in a professional setting and gain hands-on experience in their field of study, which helps them understand the industry better.
- + **Building a professional network:** Interning in a company helps students build a network of industry professionals and potential employers. This network can be useful when seeking job opportunities after graduation.
- + **Developing industry-specific skills:** The internship provides an opportunity for students to develop specific skills relevant to their chosen industry, which they may not have learned in a classroom setting.
- + **Increased job opportunities:** Successful completion of an internship can significantly increase the chances of getting a job offer, as companies often offer full-time positions to their interns.
- + **Understanding workplace culture:** Students can learn about the workplace culture, work ethics, and communication styles of their chosen industry. This knowledge can help them adapt quickly when they start their professional career.
- + **Improved resume and portfolio:** The work done during the internship can be added to a student's portfolio, which can improve their chances of getting hired. Internships also look great on a resume, as it shows potential employers that the candidate has relevant work experience.

₹25,000

Highest Stipend

## Students Work

Aarya Agarkar, TYBFA



Chinmayi Waghmode, Final Year

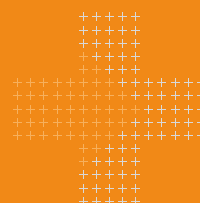




# Placements

The Centre for Internship and Placements at MIT-WPU provides students with the resources and support they need to succeed in their careers, whether they choose to work in a company or start their own business.

The Centre for Internship and Placements at MIT-WPU provides several advantages to the students, some of which are listed below:



# Let Your Passion Be your Career

- + **Industry-specific training:** The center provides industry-specific training to the students, which helps them develop the skills and knowledge required to excel in their chosen industry.
- + **Exposure to multiple companies:** The center has tie-ups with a vast network of companies, which provides students with the opportunity to intern and work in different organizations and industries.
- + **Better job opportunities:** Through the center's network, students get access to a wider range of job opportunities, which increases their chances of finding employment after graduation.
- + **Personalized career guidance:** The center provides personalized guidance to students on their career paths, helping them make informed decisions and choose a career that best aligns with their skills and interests.
- + **Support for entrepreneurs:** The center supports entrepreneurial students, helping them turn their business ideas into reality by providing them with mentorship, funding, and networking opportunities.
- + **Strong alumni network:** The center's alumni network provides a supportive community for students to connect with, which can be valuable for career development.
- + **Professional development opportunities:** The center provides opportunities for students to attend workshops, seminars, and networking events, which helps them develop professional skills and expand their knowledge.

## Top Recruiters

**₹5.50 LPA**  
Highest Package



# Life at Campus

## Rural Immersion

MIT-WPU's rural immersion programme is a unique educational opportunity that helps students understand and address the challenges faced by rural communities. During the programme, students visit a village and learn about the local culture, community, and landscape. They work on various projects, such as optimising irrigation systems, conserving and storing water, recycling waste, and using solar power, to improve the rural environment. This hands-on, real-life learning experience helps students develop critical thinking, problem-solving, and community awareness skills. It also helps them gain a deeper understanding of rural society and how their knowledge can lead to innovative solutions. Through these programmes, students learn how to bridge the gap between urban and rural areas in India.







## R.I.D.E.

R.I.D.E is a one-of-its-kind conclave annually conducted and hosted by the Innovation Club of MIT-WPU to expand the horizons of education beyond academics and open the pathway for students towards entrepreneurship. The conclave is meant to expose students to the emerging research, entrepreneurship, design thinking and innovation in various fields. The 5 day conclave witnesses a footfall of over 10,000 students and showcases over 100 start-ups from various sectors including technology, design, healthcare, agri-tech, sustainable energy and retail. More than 50 experts from the venture capital industry address students about the changing face of start-ups, innovations and the evolving market trends to encourage out-of-the-box thinking by simulating a real-world start-up environment.





INDIAN STUDENT PARLIAMENT



**Largest Classroom of India  
to evolve Future Political Leadership**

MIT-WPU's flagship social initiative and brainchild of Shri. Rahul V. Karad, the Bharatiya Chhatra Sansad (BCS) is an annually conducted national level event which aims to regenerate youth's interest in the country's political system, governance and administration. This non-political platform aims at sensitising the youth to the changing social and political landscape of the country through debates, discussions, addresses from eminent personalities including the chief ministers and governors of various Indian states, union ministers and members of the parliament. The BCS is also a platform to honour many young sarpanch, local leaders from different parts of the country, and social workers who have brought about a positive change in their localities and the lives of the people. The sansad witnesses participation of students from around 25,000 institutes in India.

**Established in 2011  
Brainchild of Rahul V. Karad  
(Executive President - MIT-WPU)**

**Participation of  
450 Universities and  
over 12,000 students  
all over India**

In Association with



Organized By



Supported by









# Other Events at MIT-WPU

MIT-WPU is known for its dynamic and engaging academic and extracurricular events, which provide students with numerous opportunities to learn, grow, and get involved in their community. In addition to the well-known events R.I.D.E. and BCS, there are over 100 student-led events that take place at the university throughout the year. These events cover a wide range of interests and topics, from cultural festivals and guest lectures to community service projects and sporting events. By participating in these events, students can gain valuable skills, make new connections, and become more active and engaged members of the MIT-WPU community. Some of the events are as follows:

- + Design Xpo
- + Aarohan
- + Kala Mehfil
- + Hackathon
- + National Conference on Media and Journalism
- + Abhivyakti
- + TEXEPHYR
- + Tesla
- + Techogenesis
- + RoboCon
- + Science Expo
- + Social Leadership Development Program (SLDP)
- + World Parliament of Science, Religion and Philosophy
- + Bharat Asmita National Awards
- + National Women's Parliament
- + International Symposium on Law and Peace
- + Vidhi-Manthan
- + Peace Marathon
- + Sports Summit
- ....and many more

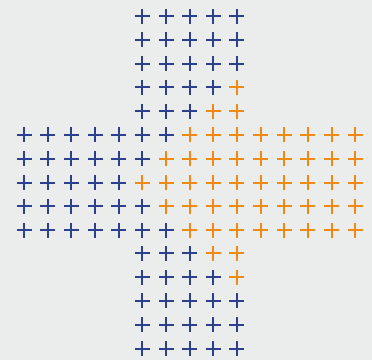








# Students' Clubs at MIT-WPU



MIT-WPU is home to a diverse and active student community, with a wide range of clubs and organisations catering to a variety of interests and passions. These student-led clubs provide opportunities for students to get involved, make new connections, and develop their leadership skills.

Majorly, there are 5 categories of clubs at MIT-WPU; cultural, social, sports, co-curricular and NCC/NSS clubs which provide students with opportunities to learn about and explore their specific areas of interest.

Some examples of clubs at MIT-WPU include:

- The Innovation Club, which hosts events and workshops related to entrepreneurship and innovation
- The Art and Photography Club, which brings together students with a shared interest in artistic expression
- The Sports Club, which organises sporting events and activities for students to participate in
- The Cultural Club, which celebrates the diversity of the MIT-WPU community and promotes cultural exchange
- Aatman - It is the only Mental Health Club of MIT-WPU, Pune, that is led by the students of the Psychology department.
- Team Dart - Team DART is a motorsports team of MIT World Peace University which annually participates in a competition named Rally Car Design Challenge (RCDC) organized by professional industry sponsors

By joining a club or team, students learn to make the most of their time while engaging their mind and developing their skills, making meaningful contributions to the community at large. These clubs also participate in national and international competitions and have won various awards, ranks and recognition on numerous platforms.



Annual Art Exhibition



Annual Art Exhibition



Annual Prize Distribution



Life Sketching in Classroom



Annual Social



Rural Immersion Program





## Peace Studies

The mandatory peace studies module at MIT-WPU aims to provide students with a holistic education that integrates various disciplines for their personal development. Through this module, students gain a greater understanding of the interconnectedness and interdependence of mind, matter, spirit, and consciousness. They also learn about the critical spiritual laws that can help them develop a scientific temperament and a spirit of inquiry, as well as a sense of humanism.

In addition, the peace studies module introduces students to various yoga practices that help them develop their information base and cognitive abilities, as well as their critical thinking skills and personality. Upon completing the course, students will have a better understanding of how elevated consciousness can positively impact human behaviour and contribute to a happier, healthier, more peaceful, and empowered world. Overall, the peace studies module aims to equip students with the knowledge and tools they need to become more conscious, compassionate, and responsible global citizens.



# Testimonials



**Shreyoshi Palodhy** SY BFA  
Bronze Star Student Awardee  
and Scholarship winner

I am grateful to receive the Bronze Star Student Award and Dr. Vishwanath Karad Merit Scholarship from MIT-WPU's Department of Visual Arts. The department not only improved my academic skills but also aided my mental and physical development through Yoga sessions and fun events like Kala Mehfil and Kala JAtra. Guest lectures by professional designers and artists offered valuable industry insights. The friendly faculty and mentor-mentee sessions helped me grow into a better artist. I feel fortunate to be part of the MIT-WPU Department of Visual Arts.



**Diguksh Rajpurohit**  
FY BFA

At the MIT-WPU Department of Visual Arts, I was guided by immaculate professors possessing immense knowledge. The professors took efforts to make the lectures practical oriented and interesting. It motivated me to work harder and do better. I feel I am surrounded by a like-minded, passionate group of individuals. I really appreciate all the efforts and support by the faculty members.



**Riddhi Patankar**  
FY MFA

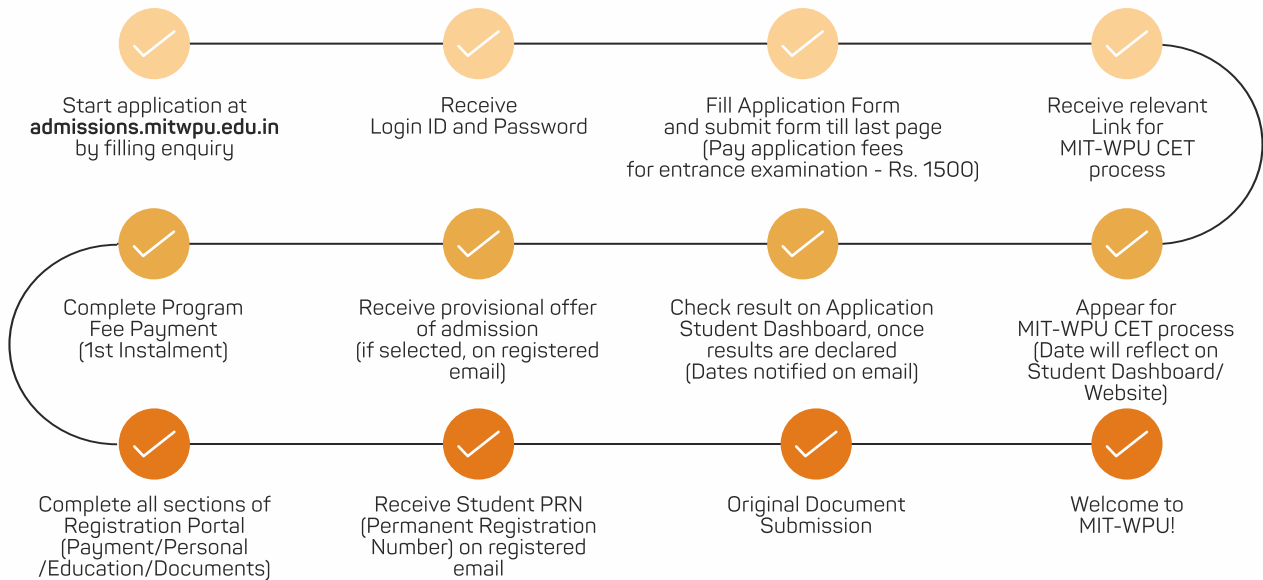
I am incredibly grateful to the MIT-WPU Department Of Visual Arts, and all of my professors for the way they have taught me the fundamentals and intricacies of the field of Visual Arts. I have been motivated to put in a lot of effort by my professors to become the best person and student I can be. I promise to always uphold and make MIT-WPU, DoVA, our HoS, and all my faculty members proud.



**Gauri Bidkar**  
SY MFA

I am grateful to MIT-WPU, faculty, and peers for supporting me throughout my journey. The sessions were enriching, and I even understood the process of research in depth. I developed professional, personal, and academic skills at the Department. The infrastructure is at par with the industry, and events helped me showcase and hone my talents.

## Admission Process



Dr. Vishwanath Karad  
**MIT WORLD PEACE UNIVERSITY** | PUNE  
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

Call  
WhatsApp-only  
Email  
Website  
Address

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+91-9881492848  
[admissions@mitwpu.edu.in](mailto:admissions@mitwpu.edu.in)  
[admissions.mitwpu.edu.in](https://admissions.mitwpu.edu.in)  
MIT-WPU, Kothrud, Pune

Scan to apply



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