



ITM Institute of
Design & Media
ITM SKILLS UNIVERSITY

B.Des
2026-30

LEARN BY
DOING

You Hear and You Forget,
You See and You Remember,
You Do and You Understand!



Academic Collaborations



LaSalle College
Vancouver

**Sheffield
Hallam
University**

Where Learning Comes To Life By Doing

In a world where design is evolving at an unprecedented pace, today's industry leaders demand more than just technical knowledge—they seek creativity, adaptability, and practical experience. At ITM Institute of Design & Media, we understand that traditional education often emphasizes theory over practice, leaving a gap in real-world application.

That's why our approach is grounded in the principle of Learn. Think. Do.

Learn : Our curriculum provides a strong foundation in design principles and techniques, equipping you with essential theoretical knowledge. But learning doesn't stop here. We believe that the best education comes from diving into real-world challenges.

Think : With a solid base, you will engage in critical thinking and problem-solving. Our interactive workshops, live case studies, and collaborative projects push you to innovate and apply your knowledge creatively. You'll learn to analyze and approach design problems from multiple angles, as professionals do.

Do : True mastery comes from practice. We immerse you in hands-on experiences, from internships and live projects to working directly with industry experts. This practical exposure ensures that you understand design concepts and apply them effectively in real-world scenarios.

Reflecting on the experiences of industry professionals, we observe that learning by doing is a transformative process. Whether you aspire to make an impact in design or start your venture, our approach prepares you to excel in a rapidly changing industry.

Welcome to the ITM Institute of Design & Media, where your journey of Learning by Doing begins, and you prepare to enter the design world and make a lasting impact.

Here, design isn't just taught - it's lived. In a vibrant, collaborative campus culture, you'll explore, create, and grow alongside professionals and peers, turning bold ideas into real-world impact.

This is where your journey to shape the future truly begins.



Meet the Leadership



Mr. Nitin Putcha
Chief Executive Officer
ITM Group of Institutions

Focused on aligning learning with real-world relevance, Nitin Putcha advocates for hands-on skill building, global opportunities, and career-driven growth. His leadership encourages entrepreneurial mindsets and leadership excellence. At the core, he believes in shaping dynamic, industry-ready professionals through immersive education.



Ms. Nisha Chanda
Director
ITM Institute of Design and Media

At ITM Institute of Design and Media, Nisha Chanda's vision entails empowering students, to become creative leaders capable of shaping the future. The institute provides a unique blend of manual and digital learning, fostering an environment where ideas are celebrated and innovation thrives through collaboration. She ensures that students are actively encouraged to experiment and expand their curiosity, enabling them to emerge as visionary disruptors. With access to state-of-the-art infrastructure, industry-recognized certifications, and a strong focus on entrepreneurial skill-building, IDM equips students to master the craft and lead with confidence.

Meet the Board of Studies

The Board of Studies at ITM Institute of Design and Media brings together industry experts and academic leaders to shape a future-focused curriculum. Their insights ensure our programs stay aligned with evolving trends, equipping students with relevant, real-world skills.

Ms. Debasmeeta Mohanty
Deputy General Manager,
Future Group, Industry Expert

Mr. Hussain Harianawala
CEO and Co-Founder
Reflection Design

Ms. Meghna Parekh
Founder, Basil Creative

Mr. Vinay Desai
Industry Expert
(VDA Architects, CBD Belapur)

Ms. Merissa Alveyn
Firstwater Agency

Ms. Ruchita Ghudka
Industry Expert
(Ruchita Designs, Mumbai)

Mr. Tanay Kumar
Founder, The Gallery Project

Ms. Ritika Singh
Founder, Just UX

Mr. Kanak Furia
Casa Walls



Scan to Know More

ITM Institute of Design & Media

Campus: Andheri, Mumbai

Founded in 2010, the ITM Institute of Design and Media (ITM IDM) is part of ITM Skills University and ranks among India's top design institutes. Initially established as the ITM Institute of Fashion, Design, and Technology, it has expanded its scope through collaboration with international educators, continuing its legacy with broader offerings.

Discover your creative talents at one of India's leading UGC-approved design schools. Our undergraduate courses provide a practical, hands-on learning experience that goes beyond traditional methods. At ITM IDM, we emphasize "Learn by Doing," ensuring students acquire useful skills and real-world experience from the start.

The curriculum combines creativity with technical skills to help students succeed in the fast-changing design industry. Students participate in industry-focused projects, collaborate with peers, and learn from experienced professionals to bring their ideas to life.

Programs Offered:

- B.Des in Animation & VFX
- B.Des in UX Design
- B.Des in Visual Communication
- B.Des in Fashion Design
- B.Des in Interior Design

Each program is tailored to ensure that you learn design and apply it, equipping you with the skills to excel in your chosen field.

Recent Awards & Recognitions

Ideal International Film Festival (2025)
Our student work, Chhava, featured at a prestigious international festival and was awarded Best Documentary Film.

Edutainment Award - Graphic & Animation Design (2024)
Achieved 1st place for Excellent Leadership in the Graphic and Animation Design School category.

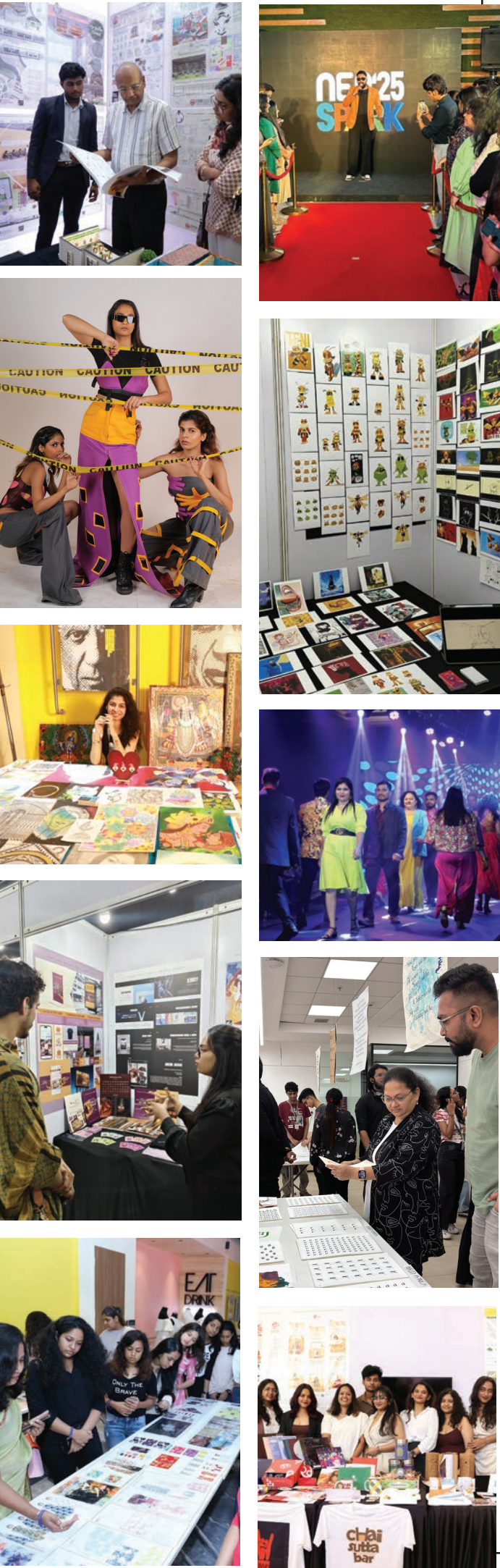
Edutainment Award (2024)
Won the Gold Award for Best Graphic and Animation School, celebrating excellence in creative education.

Star Education Awards (2024)
Awarded with the Best University title for overall academic excellence and contribution to design education.

Edutainment Award - Interior Design (2024)
Secured 2nd place for Excellent Leadership in Interior Design School category.

Edutainment Award (2024)
Honored with the Silver Award for Best Interior Design School

Design Quest (2023)
Participated as an official exhibition partner, showcasing creative student work on a national platform.



Global Academic Pathway

ITM Institute of Design & Media has teamed up with three top global design schools to take your education international. Our 4-year program is built to align with theirs, so the credits you earn in your first two years can transfer smoothly. That means you can complete your degree at one of our partner institutions abroad - earning a globally recognized qualification and becoming eligible for post-study work opportunities. It's your passport to a career that starts beyond borders.



This Academic Pathway has been created for all students who wish to graduate, work, and settle in Canada or the UK.

How does it work

1

Students who complete Year 2 of the respective ITM IDM B.Des program are eligible for transfer. Some or all of the credits earned are transferable based on academic performance. Students will transfer into the third year of the program and be able to graduate in 18-24 months.

2

This option offers significant cost savings, as the fees for the first two years at ITM IDM align with the standard INR fee schedule. The approximate cost savings for the first two years are INR 30 lacs annually.

3

After graduation, students are eligible for a 2-3 year post-study work visa and will receive job placement support from the Institution. They can then pursue permanent residency (PR) or a visa extension.

Note: A transfer fee will be charged.

Our International Academic Partners



Manchester Metropolitan University, UK
Manchester Metropolitan is one of the UK's largest universities, with over 34,000 students from more than 130 countries. It ranks among the world's top 200 young universities (THE 2020). Its School of Architecture is ranked 3rd in the UK and 11th globally (QS 2021). The university boasts a triple-accredited Business School and maintains strong industry connections with prominent companies, including Nike, Disney, Microsoft, and IBM. Students benefit from workshops, career fairs, and expert-led sessions. It's known for academic excellence and global career readiness.



LaSalle College, Vancouver, Canada
LaSalle College Vancouver is a top design school offering over 30 creative programs in the applied arts. It provides a hands-on, industry-aligned education with small classes and expert faculty. The environment fosters innovation and personal attention. The college offers bachelor's degrees, diplomas, and certificates. Recognized as Canada's top undergrad school for video game design (Princeton Review), it leads in creative education. Students graduate career-ready in the global design space.



Sheffield Hallam University, UK
Sheffield Hallam is one of the UK's leading modern universities, known for innovation, inclusivity, and real-world learning. Located in central Sheffield, it offers a vibrant, career-focused campus. It's especially strong in employability and industry partnerships. The university excels in business, healthcare, engineering, and design. With advanced facilities and a global research impact, it equips students for future-ready careers. Practical learning and societal engagement are at the core of its mission.

Value Added Professional Certifications

ITM Institute of Design & Media offers you a comprehensive portfolio of professional certificates, apart from a 4-year Bachelors Degree. The program includes hands-on learning, through tools and applications that are widely used by designers world-wide. These learnings are backed by certificate from top providers like Adobe & Figma. Each of these certifications has such strong market recognition, that they individually fill job requirements! So you are ready from Day 1.

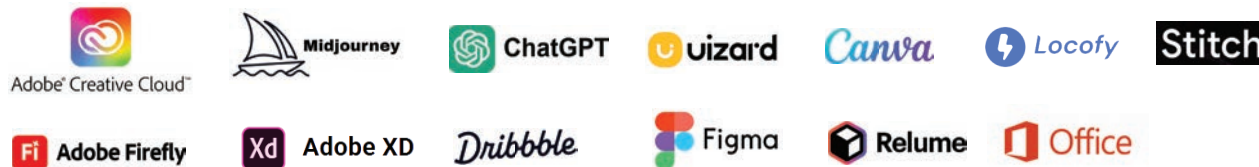
Common certifications across all programs:

Adobe Creative Cloud, ChatGPT, Adobe Firefly, Microsoft Office

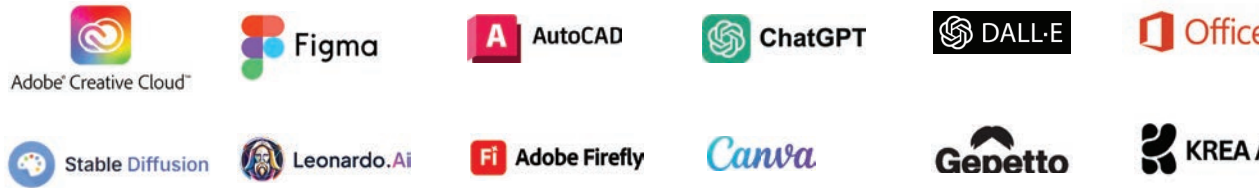
Animation & VFX



UX Design



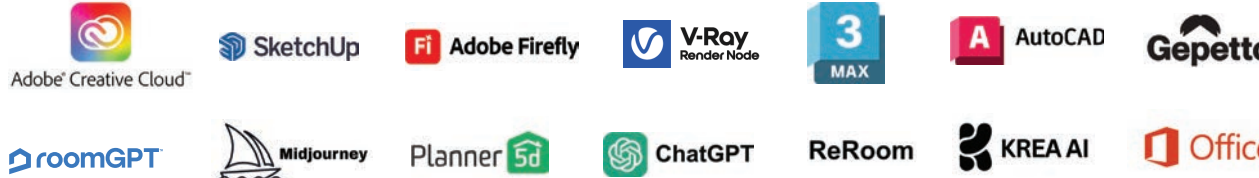
Visual Communication



Fashion Design



Interior Design



Campus Infrastructure

The Institute of Design & Media gives you a campus that's built for creators. Think modern studios, digital labs, and collaborative spaces packed with industry-standard tools. From day one, you're working in a real-world design setup - learning by doing, surrounded by the energy that fuels bold ideas and breakthrough creativity.



Scan to Explore
Campus Infrastructure

Programs Offered

From diving into fashion and visual communication to mastering digital art and UX design, every program at IDM is built to spark creativity and sharpen practical skills. These UGC-approved courses blend real industry know-how with hands-on learning, so you're not just studying - you're building the expertise to stand out and make an impact from day one.

- B.Des in Animation & VFX
- B.Des in UX Design
- B.Des in Visual Communication
- B.Des in Fashion Design
- B.Des in Interior Design



Program Highlights

Global Academic Pathways

If you wish to graduate, work, and settle in Canada or the UK, we have academic collaborations with the famous LaSalle College in Vancouver, Canada and Manchester Metropolitan University (MMU), and Sheffield Hallam University, UK.

AI-Integrated Curriculum

ITM IDM is the first design school to integrate artificial intelligence courses into its curriculum, ensuring students are prepared for the rapid advancements of AI in design. It offers a host of professional certifications in the area.

Internships

During the 4-month internship, students collaborate with established brands on live briefs that encompass design, research, operations, and digital strategy. This rigorous, project-based curriculum applies theoretical learning to practical challenges, culminating in a professional portfolio that demonstrably enhances employability and delivers measurable value to industry partners.

Live Project

Students partner with retail firms to tackle market analysis, operational hurdles, and digital transformation, delivering impactful solutions that enhance portfolios and unlock career opportunities.

In-House Festivals & Workshops

The institute offers a wide range of activities to the students throughout the year: Neo Spark, the fashion show; Art ConFab, a two-day art-based event; Think Tank, a bi-monthly series of guest lectures; Discover Design, industry-led design workshops; Retail Symposium, an event where the entire campus is turned into a physical marketplace; and Oorja, a sports-based college fest.

Hi-Tech, Creative Campus

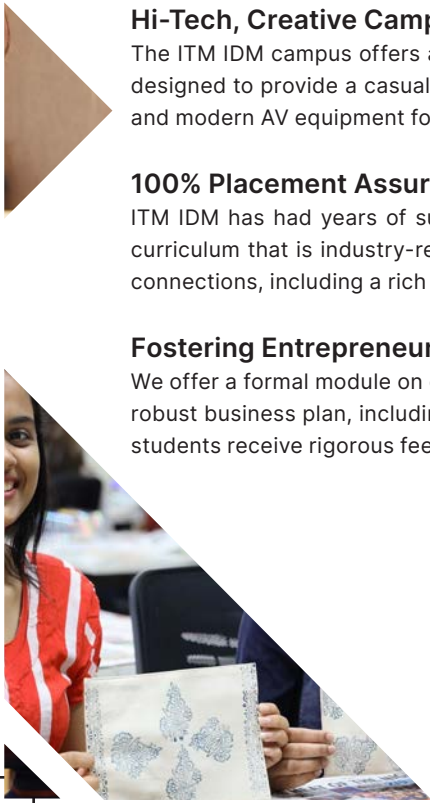
The ITM IDM campus offers a unique environment that strikes a balance between creativity and technology. The space has been designed to provide a casual and fun atmosphere, yet it is equipped with the latest computing technology, technical laboratories, and modern AV equipment for specialized training in design and production.

100% Placement Assurance

ITM IDM has had years of successful placements for interested students. There are three key reasons for this: a cutting-edge curriculum that is industry-relevant, practical work experience gained by students during their program, and our strong industry connections, including a rich alumni network.

Fostering Entrepreneurship

We offer a formal module on entrepreneurship, in which students are expected to develop an idea for a new venture and develop a robust business plan, including a go-to-market strategy. The plan is then presented to a formal jury, where it is assessed, and the students receive rigorous feedback.





Program Structure

YEAR 1

SEM 1

- Design Fundamentals & Design Process
- Story of Art & Design
- Introduction to Digital Design - Digital Painting & AI
- Drawing Fundamentals
- Building Communication and Critical Skills - I

SEM 2

- Composition & Referencing
- Story Telling
- Concept Art - Assets, Characters and Environment, Output - 2D Illustrations
- Storyboarding - I and Comics
- 3D Asset Creation - I - Props
- Building Communication and Critical Skills - II

YEAR 2

SEM 3

- Filmmaking - Principles, Screenwriting and Digital Filmmaking
- Rotoscopy
- Motion Graphics - I - 2D
- Storyboarding - II, Scriptwriting & 2D Animation - II
- Matte Painting - I
- 3D Asset Creation - II - Environment

SEM 4

- Motion Graphics - II - 3D
- 3D Asset Creation - III - Character
- UV Unwrap and Texturing
- Fundamentals of AFX and Dynamics
- Intro to VFX Paint
- Claymation
- Matte Painting - II
- Industry Readiness and Portfolio

YEAR 3

SEM 5

- **Industry Internship:**
Providing Hands-On Experience, Skill Development, and Networking

SEM 6

- LookDev
- Introduction to Rigging - Props
- VFX Film Making - Chroma
- VFX Compositing and Scene Dev
- 3D Animation
- Portfolio

YEAR 4

SEM 7

- **Specialization Animation or VFX (Elective)**
Option I : 3D Modeling and Texturing
Option II : FX & Dynamics
Option III : Virtual Production
- **Specialization Animation or VFX (Elective)**
Option I : Advanced Rigging - Character
Option II : VFX Comp and Ingestion in Live Action
Option III : AR X VR
- Sound Design
- Rotomation and Matchmove
- Intro to GameDev
- Portfolio

SEM 8

- **Graduation Project - Elective (Any one)**
2D Animation - Elective (Short Film)
3D Animation - Elective (Short Film)
VFX - Elective (Short Film)
Game Dev - Elective Game (Project)
- Critical Skills and Industry Readiness

Note : The program structure and syllabus are dynamic, constantly updated by the academic team, and subject to change at the institute's discretion.

Indicative Job Roles on Program Completion

- | | | |
|----------------------|--------------------------|----------------------------------|
| • VFX Artist | • Motion Graphics Artist | • Virtual Reality (VR) Developer |
| • 3D Animator | • Game Animator | • Simulation Specialist |
| • Character Designer | • Architectural Animator | • Educator / Instructor |
| • Storyboard Artist | • Medical Animator | |

B.Des in Animation & VFX

The ITM IDM B.Des in Animation & VFX is a comprehensive, four-year, full-time program designed to immerse students in digital art and visual effects. This program equips students with advanced 3D animation, modeling, texturing, rendering, and lighting skills. Led by experienced professionals and industry experts, the curriculum blends theoretical knowledge with practical application, offering hands-on projects that simulate real-world challenges. Students graduate prepared to enter the dynamic animation and visual effects field, ready to innovate and excel in various entertainment and media industries.

Program-Specific Certifications



Top 5 Employer Picks

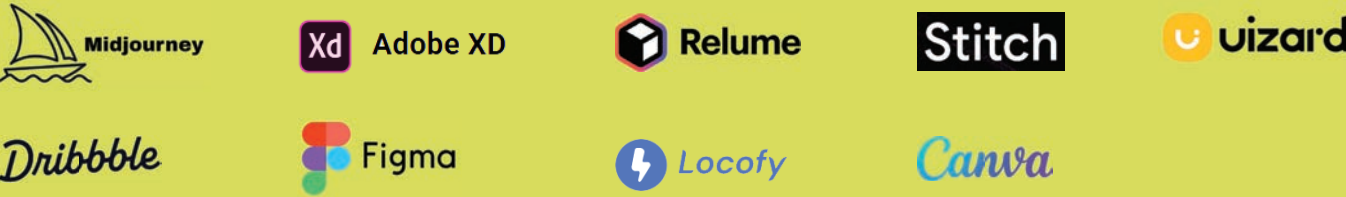




B.Des in UX Design

The ITM IDM B.Des in UX Design is a comprehensive four-year, full-time program that delves into the art and science of creating intuitive digital experiences. This program combines arts, science, psychology, and technology principles to teach students how to design user-centered digital products. Emphasizing hands-on learning, students engage in real-world projects and internships, applying their skills to solve complex design challenges. By focusing on understanding human behavior and interaction, the program prepares graduates to excel in the rapidly growing field of UX design, equipping them with the expertise needed for career opportunities in leading tech companies.

Program-Specific Certifications



Top 5 Employer Picks



Program Structure

YEAR 1	
SEM 1 <ul style="list-style-type: none">Design Fundamentals & Design ProcessBuilding Communication & Critical Skills, Ethnography & People Design, AI Tools P1 - Prompt EngineeringWorking on Adobe Tools : Photoshop, LightroomLearn No Code Website / App Building	SEM 2 <ul style="list-style-type: none">Build Your Skills in Graphic Design Fundamentals and Creative Illustration, Advanced Photography and Visual CommunicationProduct Development Insights and Pricing StrategiesConducting User Surveys and Field StudiesAdvanced Design Techniques and Art History and Adobe Illustrator
YEAR 2	
SEM 3 <ul style="list-style-type: none">Master Advanced Graphics and Videography Techniques and Film StudiesCreative Writing and Copywriting Skills to Enhance Your Ability to Craft Compelling Narratives for VideosAnthropometry & Ergonomics to Understand the Human Body's Interaction with Visual MediaLearn Strategies for Customer Acquisition and Sales OperationsAcquire Proficiency in Adobe Creative Suite, Including Premiere Pro, After Effects, and InDesign, for Comprehensive Video Production and Editing	SEM 4 <ul style="list-style-type: none">Advanced Design and Interaction Concepts to Elevate Your UI/UX ExpertiseUI/UX Fundamentals and 3D Modelling Techniques for Creating Immersive Digital ExperiencesDigital Marketing and Advertising Tactics to Promote Your Designs EffectivelyDevelop Leadership and Time Management Mastery for Efficient Project ManagementUtilize Figma & Adobe XD for Design Prototyping to Bring Your Ideas to Life
YEAR 3	
SEM 5 <ul style="list-style-type: none">Industry Internship in Studio and Design Company: Enhancing Design Skills, Portfolio Growth, and Industry Exposure	SEM 6 <ul style="list-style-type: none">Web Design to Create Visually Appealing and User-Friendly InterfacesFront-End Web & App Development for Understanding the Technical Aspects of Mobile and Web App DesignBusiness Communication Skills for Effective Interaction in Professional SettingsNew Age Media to Stay Updated with Emerging Trends and TechnologiesHR and Investments to Understand the Business DynamicsVisual Studio Code & Adobe Animate for Adding Dynamic and Interactive Elements
YEAR 4	
SEM 7 <ul style="list-style-type: none">Future with AR/VR, Exploring Immersive RealitiesFuturistic Human-AI Interaction, Blending Technology, and Human-Centered Design PrinciplesWorld of Luxury Design, Combining Aesthetics and Exclusivity in Your CreationsApplied AI-Conversation Design for Creating Seamless and Intuitive User Interactions	SEM 8 <ul style="list-style-type: none">Industry Sponsored Project to Apply and Showcase your Knowledge and Skills

Note : The program structure and syllabus are dynamic, constantly updated by the academic team, and subject to change at the institute's discretion.

Indicative Job Roles on Program Completion

- | | | |
|--|--|---|
| <ul style="list-style-type: none">UI/UX DesignerInteraction DesignerUser ResearcherInformation ArchitectProduct Designer | <ul style="list-style-type: none">Visual DesignerUsability AnalystFront-End Developer (with UX focus)Service Designer | <ul style="list-style-type: none">Design StrategistUX Consultant |
|--|--|---|



Program Structure

YEAR 1	
SEM 1 <ul style="list-style-type: none">• Art Appreciation - 1• Creative Innovation• Design Fundamentals• Art Fundamentals• Digital Design - 01	SEM 2 <ul style="list-style-type: none">• Art Appreciation - 2• Visual Design• Graphic Design• Lettering• Visualization• Building Communication and Critical Skills - 2• Digital Design - 02
YEAR 2	
SEM 3 <ul style="list-style-type: none">• Advertising - 01• Digital Marketing - 1• Editorial Design• Copywriting• Calligraphy and Typography• Digital Design - 03	SEM 4 <ul style="list-style-type: none">• Advertising - 02• Digital Marketing - 2• Motion Graphics for Visualization• Photography• Packaging Design• Illustration• Digital Design - 04
YEAR 3	
SEM 5 <ul style="list-style-type: none">• Industry Internship : Focused on Hands-On Experience, Building Industry Skills and Professional Connections	SEM 6 <ul style="list-style-type: none">• Elective Option 1 : Photography and Ad-Film Option 2 : Illustration Option 3 : Typography
YEAR 4	
SEM 7 <ul style="list-style-type: none">• Elective Option 1 : UI UX Option 2 : Branding and Visual Identity Option 3 : Art Direction and Space Design	SEM 8 <ul style="list-style-type: none">• Graduation Project• Portfolio Development• Entrepreneurship & Business Development• Critical Skills - Industry Readiness

Note : The program structure and syllabus are dynamic, constantly updated by the academic team, and subject to change at the institute's discretion.

Indicative Job Roles on Program Completion

- Graphic Designer
 - Art Director
 - Creative Director
 - User Experience
 - Web Designer
- Illustrator
 - Multimedia
 - Artist/Animator
 - Photographer
- Video Editor
 - Information Designer
 - Brand Identity Designer

Program-Specific Certifications



Top 5 Employer Picks





Program Structure

YEAR 1

- SEM 1**

 - Design Fundamentals & Design Process
 - Story of Art & Design
 - Introduction to Digital Design
 - Building Communication and Critical Skills - I
 - Material Study & Form Realization
 - Introduction Fashion Design
- SEM 2**

 - Fashion Illustration
 - Art and Appreciation
 - Fabric Studies & Surface Development
 - Draping
 - Pattern Making and Garment Construction
 - Digital Design & AI - I
 - Building Communication and Critical Skills - II

YEAR 2

- SEM 3**

 - Visual Research and Design Development
 - Advanced Illustration
 - History of Indian Textiles and Fashion
 - Pattern Development and Production Technique
 - Surface Development Techniques
 - Global Trend Research and Fashion Forecasting
 - Digital Design & AI - II
- SEM 4**

 - Advanced Design Studies
 - Advanced Technical Studies
 - Fashion Business
 - Apparel Production Management and Quality Assurance
 - Fashion Styling and Fashion Communication
 - Critical Skills & Industry Readiness and Fashion Portfolio

YEAR 3

- SEM 5**

 - **Industry Internship:**
Offers Hands-On Experience, Advancing Practical Skills, Portfolio Development, and Industry Expertise
- SEM 6**

 - **Design Specialization (Elective)**
Option I : Ethnic Wear
Option II : Kidswear and Advanced Material Studies
 - **Entrepreneurship (Elective)**
Option I : Retail Environment
Option II : Apparel Exports
 - **Craft Documentation**

YEAR 4

- SEM 7**

 - **Advanced Design Specialization - I (Elective)**
Option I : Couture/ Avant-Garde
Option II : Costume Design
 - **Advanced Design Specialization - II (Elective)**
Option I : Fashion Prints and Graphics
Option II : Sustainable Design Practices and Upcycling
 - Digital Design & AI - III
 - Fashion Portfolio
- SEM 8**

 - Graduation Project
 - Critical Skills and Industry Readiness - II

***Note :** The program structure and syllabus are dynamic, constantly updated by the academic team, and subject to change at the institute's discretion.*

Indicative Job Roles on Program Completion

- Fashion Designer
 - Costume Designer for Film & Production House
 - Illustrator
 - Fashion Forecaster & Fashion Buyer
 - Fashion Consultant
 - Fashion Stylist for Media
- Fashion Journalist
 - Academician
 - Apparel Production Manager
 - Fashion Coordinator
 - Fashion & Visual Merchandiser

Program-Specific Certifications



Top 5 Employer Picks





Program Structure

YEAR 1	
SEM 1 <ul style="list-style-type: none">Design Fundamentals & ProcessStory of Art & DesignBuilding Communication and Critical Skills - IMaterial Study and Form RealizationIntroduction to Digital DesignIntroduction to Interior Design	SEM 2 <ul style="list-style-type: none">Studio Project- Studio Apartment / 1 - RKInterior Detailing- Manual DraftingHistory 1 & 2Building Communication and Critical Skills IIMaterials and ConstructionAutoCAD and Introduction to AI
YEAR 2	
SEM 3 <ul style="list-style-type: none">Studio Project - Residential SpaceAdvanced Interior Detailing 1Landscape Design - Private SpaceArt & Craft DocumentationBuilding Services 1Cad Isometric and Photoshop	SEM 4 <ul style="list-style-type: none">Studio Project - Commercial - Office DesignInterdisciplinary - Product DesignLandscape Design - Public SpaceBuilding Services 2Critical Skills and Industry Readiness - ISketchup and AI for 3D
YEAR 3	
SEM 5 <ul style="list-style-type: none">Industry Internship: Provides Real-World Experience, Refining Practical Skills, and Industry Insights	SEM 6 <ul style="list-style-type: none">Elective<ul style="list-style-type: none">Option 1 : EventOption 2 : RetailAdvanced Interior Detailing - 2Professional Practice - 1Interior Styling and PhotographySustainable Design3ds Max - Modeling
YEAR 4	
SEM 7 <ul style="list-style-type: none">Elective<ul style="list-style-type: none">Set Design or Fine Dine or HealthcareConstruction - Interior DetailingProfessional Practice - 2EntrepreneurshipModel Making - I3ds Max - Rendered Live Views and Corona	SEM 8 <ul style="list-style-type: none">Graduation Project - Any topicResearch Methodology (Black book)Project ManagementCritical Skills and Industry Readiness - IIModel Making - IPortfolio Management and V-Ray

Note : The program structure and syllabus are dynamic, constantly updated by the academic team, and subject to change at the institute's discretion.

Indicative Job Roles on Program Completion

- Residential Interior Designer
 - Commercial Interior Designer
 - Hospitality Interior Designer
 - Healthcare Interior Designer
 - Retail Interior Designer
 - Corporate Interior Designer
- Exhibition / Event Designer
 - Sustainable Design Consultant
 - Furniture Designer
 - Set Designer (for Film/TV)
 - Educator/Instructor
 - Color Consultant
- Lighting Designer
 - Kitchen And Bath Designer
 - Freelance Interior Designer
 - Facility Manager
 - Real Estate Staging Professional

B.Des in Interior Design

The ITM IDM B.Des in Interior Design is a four-year, full-time program that immerses students in interior design's dynamic and transformative world, where innovation, creativity, and functionality converge. This program fosters an environment where students can experiment with design, conduct thorough research, and apply analytical, theoretical, and critical thinking to their creations. This program aims to cultivate designers capable of crafting bespoke environments. They are supported by state-of-the-art labs and taught by expert faculty and industry leaders known for their significant contributions to interior design. These environments showcase aesthetic excellence and enhance the livability and quality of life, embodying the true essence of transformative design.

Program-Specific Certifications



Top 5 Employer Picks



Industry Visit

Our program emphasizes experiential learning through regular Industry Visits (IVs) and our signature Design Yatra, both offering direct exposure to industry practices and real-world workflows.

These academic visits are an integral part of the curriculum, and are included in the course fee. Structured across various formats, they provide students with immersive insights into design and media industries at both intra-city and intercity levels.

The industry visits, which are a part of the curriculum are designed to allow students to gain maximum exposure while canceling out exhaustion.

- 1 Day Local Visits
- 2 Day / 1 Night Trips
- 4 to 5 Day Visits

Become An Entrepreneur

The four years at ITM IDM also prepare the students to start their ventures. We have a mentorship program and an entrepreneurship course, where students are expected to develop an idea for a new venture and work on a robust business plan, including a go-to-market strategy. This plan is presented to a formal jury, where it is assessed, and rigorous feedback is given to the students.

100% Placement Assurance

Our program takes a holistic approach by blending hands-on learning, industry exposure, and skill development. A key highlight is a mandatory 4-month internship and a 1-month live project that equips students with real-world experience. This is supported by professional certifications that enhance both technical and soft skills.

Regular events, workshops, and masterclasses keep students current with industry trends, while our Entrepreneurship Module encourages innovation, offering mentorship and resources to help students launch and grow their own ventures.

Get Your Dream Job

We focus on acquiring the best brands and high-demand job profiles, giving our students interesting opportunities in various industries.

OUR TOP RECRUITERS



Our Board of Advisors

Our Board of Advisors at ITM Institute of Design and Media are seasoned industry leaders and academic experts who provide strategic guidance, ensure curriculum relevance, and help bridge the gap between education and industry demands.

Yashvir Chawla
Founder, CEO

Yashvir Chawla provides a platform focused on connecting talent with the right opportunities. He leads with a practical and impact-driven approach, building solutions that support job seekers and help organizations find skilled professionals.

Uruj Kohari
Sr. UX Consultant and
Corporate UX Trainer

With extensive experience in driving user-centered design strategies across digital platforms, Uruj Kohari is known for blending practical design thinking with real-world business needs. He has guided numerous teams and professionals in elevating user experience standards. Through a combination of hands-on consultation and training sessions, he empowers organizations to build more intuitive, efficient, and engaging digital products

Lokesh Thada
Ex-Vice President

As the former Vice President of Zee Studios, he played a key role in overseeing content strategy, project development, and large-scale productions. His leadership contributed to the successful execution of films and series, reflecting a deep understanding of both creative and commercial aspects of the entertainment industry.

Jayant Hadke
Co-Founder,
Creative Director

He is the Co-Founder and Creative Director of Famous Studios, where he leads with a strong focus on innovation, storytelling, and visual excellence. With deep industry expertise and a passion for pushing creative boundaries, he has played a key role in shaping projects across advertising, film, and digital media.

Feroz Shaikh
Founder,
Managing Director

Feroz Shaikh leads strategic growth and innovation in digital technology solutions. With a strong focus on delivering impactful products and services, he has built iCastX into a company known for its commitment to quality, agility, and client-centric development.

Binish Desai
Founder

Binish Desai's expertise lies in sustainable innovation in eco-friendly interior solutions. With a strong focus on circular economy practices, he has pioneered the use of industrial and domestic waste to create high-quality, environmentally conscious products.

Anil NM Wanvari
Founder, CEO,
Editor-in-Chief

Anil NM Wanvari is a media entrepreneur who is the founder, CEO, and editor-in-chief of the Indiantelevision.com group which he established in 1999 and is known for his enormous work in the field of animation and Vfx through his company Animation express. He is a journalist and specialist covering Indian advertising, marketing, cable TV, satellite TV, terrestrial television, and over-the-top (OTT) media service ecosystems.



Student Corner

Student Achievements

Chhava - Award-Winning Film Project

Winner of 53 awards and 9 nominations across multiple international film festivals, showcasing the exceptional storytelling and technical skills of our students.

The Arc of Light

By Prof. Sudeep Mehta, Arman Shaikh, and Prajwal Patil. Published in the International Journal of Advance Research, Ideas and Innovations in Technology Students have authored and published design-focused books titled “An Analysis of Faces and Shadows”, available on Amazon, reflecting their deep understanding and originality in their respective fields.

Participation in National & International Film Festivals

Our students have submitted and showcased their works in various recognized film festivals, earning both praise and exposure at professional levels.



Kala Ghoda Arts Festival & Photo Walks

Students actively participate in renowned cultural and creative platforms like Kala Ghoda. They showcase their work and engage with a wide spectrum of artistic expressions. This exposure enriches their perspective and builds confidence through real-world interaction.



Navarasa

NAVARASA is the cultural committee of ITM Institute of Design and Media, established to celebrate and preserve India's rich artistic heritage. It focuses on curating events and experiences inspired by the Navarasa, the nine classical forms of art, including painting, music, dance, theatre, literature, sculpture, architecture, and design.

Guided by faculty leadership, NAVARASA offers students opportunities to engage with traditional and contemporary cultural practices through exhibitions, performances, and workshops. The committee plays a vital role in enriching campus life by fostering creativity, cultural awareness, and interdisciplinary collaboration.



Scan to Explore Students' Achievements

Why Choose ITM IDM?

At ITM IDM, we go beyond traditional design education by integrating industry-aligned practices, hands-on learning, and holistic student development. Here's how we stand apart:

Particulars	Other Design Schools	ITM Institute of Design and Media
Soft Skills & Career Development	Often Covered Through Occasional Masterclasses	Integrated Through a Dedicated Vertical Called TALEWIND, Focusing on Communication, Leadership, and Professional Development
Customized Art Kit	Typically Not Provided	Fully Equipped Art Kit Provided, Tailored to Each Student's Specialization for Immediate Hands-On Learning
Global Academic Pathway	Rarely Offered or Limited to Select Students	On-Campus Global Immersion Program Exposing Students to Global Design Practices and International Academic Standards
Software Access	Often Excluded; Students Must Purchase Separately	Licensed Design Software Provided for 4 Years, Based on Specialization, Ensuring Industry-Standard Learning
Hands-on Learning Approach	Primarily Textbook-Based, Theoretical Learning	Experiential Model with Internships, Live Projects, Case Studies, Collaborative Work, and Access to Both Digital and Physical Libraries
Industry-Relevant Curriculum	Curriculum is Often Outdated and Misaligned with Industry	Continuously Updated by the Board of Advisors (BOA) and Board of Studies (BOS) to Match Current and Future Industry Needs
Pre-Batch Preparation Sessions	Not Typically Offered	Exclusive, Instructor-Led Workshops Before Batch Start - Equipping You with Foundational Skills and Orientation

Campus Life

Keeping true to our philosophy of learning by doing, in-house festivals and workshops are conducted throughout the year. Explore them below:



Neo Spark: Annual Design Show

Check out the madness that Neo Spark 2025 was!



The Art ConFab

Find out what went down at Art ConFab this year!



Oorja

Get a glimpse of Oorja'25!



Discover Design

Discover our Instagram to get a glimpse of more!



Retail Symposium

Experience retail therapy at ITM IDM!



Think Tank

Bridges industry and academia with expert-led workshops and real-world insights.



Scan to Know About Campus Life

Eligibility and How to Apply

Eligibility

Candidates must have passed 10+2 from a recognized university/board from any stream (Arts, Commerce, Science).

How to Apply

- STEP-1 : Apply online at itm.edu/idm/form OR scan QR code to apply.
STEP-2 : Confirm and verify your email ID and contact number through an OTP.
STEP-3 : Fill in the application.
STEP-4 : Complete the payment formalities by making an online payment of Rs.1500/- and completing your application.
Download a PDF copy of the application for your reference.

Scan QR Code to Apply Now



Selection Criteria

Students are evaluated on multiple factors, including past academic performance, entrance test scores, portfolio, and personal interview. No one factor is more important than the other. Students are evaluated based on their overall performance and enthusiasm for the program.

Result

The results will be declared within one week of the entrance exam and communicated to candidates via email and phone.

Scholarship

The ITM IDM Scholarship Entrance Exam will take place in December 2025. Scholarships are awarded based on academic merit and financial need, ensuring that talented students from various backgrounds can benefit from our programs.



ITM Institute of
Design & Media
ITM SKILLS UNIVERSITY



ITM Institute of Design & Media

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