

Undergraduate Programme in Design


Studio-First •
• Industry-Led
Future-Ready •


A **4-Year** Undergraduate
Programme in Design | Gurugram
Campus | August 2026 Intake


Undergraduate Programme in Design

The Undergraduate Design programme at Masters' Union is a full-time, immersive experience based at the Gurugram campus, blending studio-led learning with industry exposure to help students move from foundational thinking to advanced product execution.

At Masters' Union Design School (MUDS), design is taught as it is practised - inside studios, labs, and collaborative environments where ideas progress from concept to prototype to real-world outcomes.

 DURATION
4 Years

 FORMAT
Full-Time | Studio-Based

 LOCATION
Gurugram (DLF Cyberpark)

 INTAKE
August 2026



Find Your Expertise

Choose a pathway. Build depth. Stay interdisciplinary.

As students progress, they develop expertise in one of three primary pathways:

Interaction/ UI/UX Design

- Design interactive experiences across screens, devices, and emerging digital platforms.
- Learn user research, interaction systems, interface design and emerging technologies.

Industrial Design

- Create physical products that enhance human experiences through form, function, materials, and manufacturing.
- Combine prototyping, fabrication, sustainability and manufacturing workflows, designing objects for real-world use.

Communication Design

- Craft visual narratives through identity systems, typography, motion, CGI and storytelling.
- Build brand strategies, creative direction, advanced motion, CGI, and visual design.

Industry-Driven Curriculum

At Masters' Union, learning happens by doing. The four-year journey moves from foundational skills and exploring specialised practice to professional execution, building capability through progressive studio-led learning.

Year 1 ▾

Foundations & Broad Exposure

1. Foundations & Broad Exposure

- + Foundation Drawing
- + Line quality, proportion & perspective
- + Drawing as a tool for seeing, thinking, and communicating design ideas

2. Design Fundamentals (2D/3D)

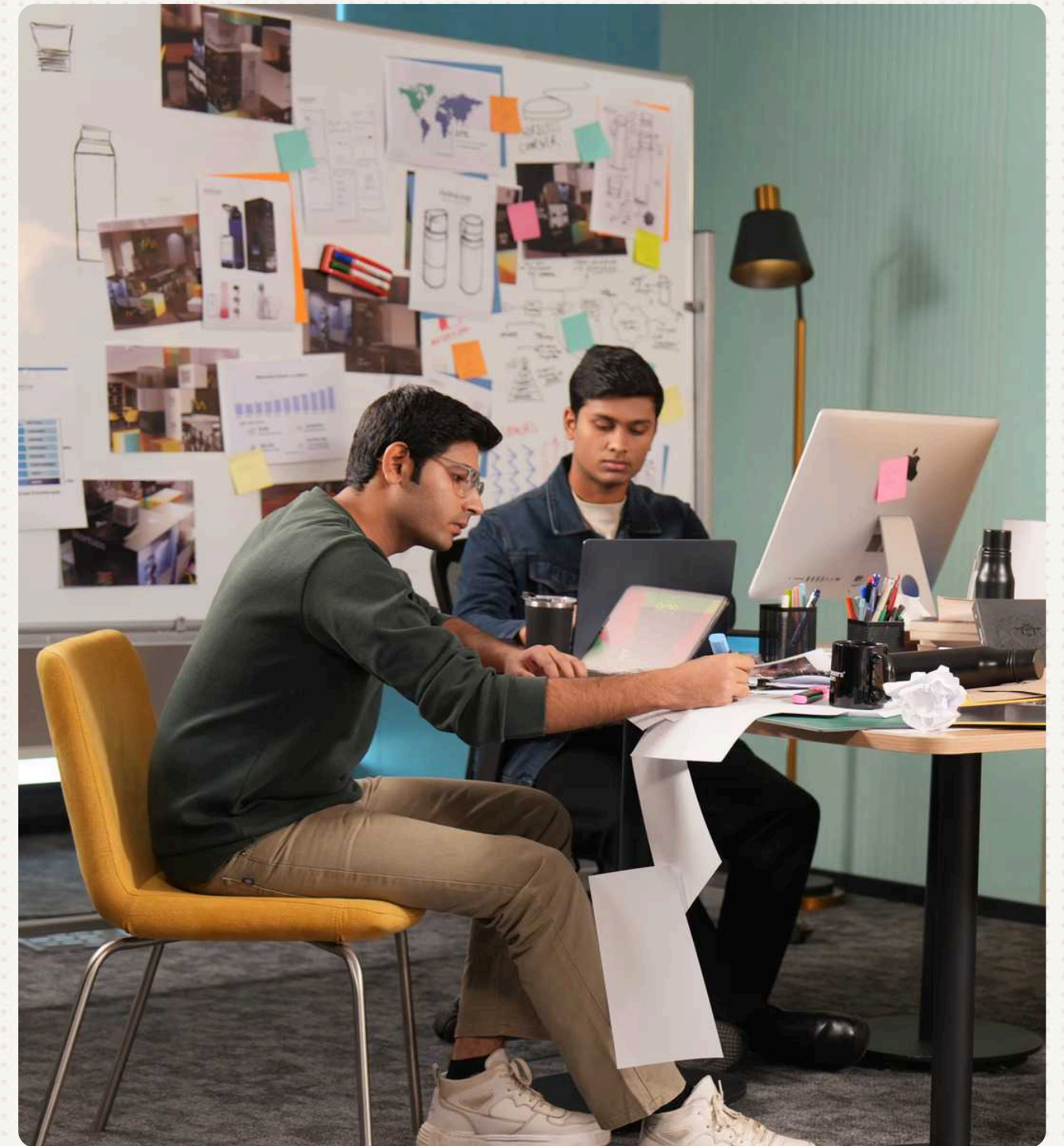
- + Visual hierarchy and colour theory
- + Form, space, structure, and volume

3. Design History and Culture

- + Evolution from craft traditions to contemporary practice
- + Design, society, & technological contexts

4. Design Process and Thinking

- + Design methodology and problem framing
- + Iterative thinking and embracing ambiguity



5. Communication Skills

- + Presentation skills & critique participation
- + Articulating design decisions professionally

6. Materials and Making

- + Digital fabrication including laser cutting & 3D printing
- + Cross-material prototyping

7. Digital Tools Fundamentals

- + Adobe Creative Suite tools
- + Basic CAD workflows

8. Sustainability in Design

- + Circular design principles
- + Design responses to climate & resource challenges

Year 2 ▾

Applied Practice

1. Typography & Visual Communication

- + Grid systems & layout design
- + Complex information graphics across media

2. Time-Based Media

- + Motion graphics, video, sound & interactive sequences
- + Narrative structure & animation workflows

3. User Research Methods

- + Ethnographic observation & interviewing techniques
- + Translating behavioural insights into design decisions

4. Stream Studios

- + Core methodologies, tools & project approaches
- + First specialised studio within chosen stream

5. Science & Liberal Arts Elective

- + Interdisciplinary perspectives supporting design practice
- + Physics, psychology, sociology, economics, or philosophy (application-led learning)

6. Design Research & Documentation

- + Design ethnography
- + Structured communication of research findings

7. Human Factors in Design

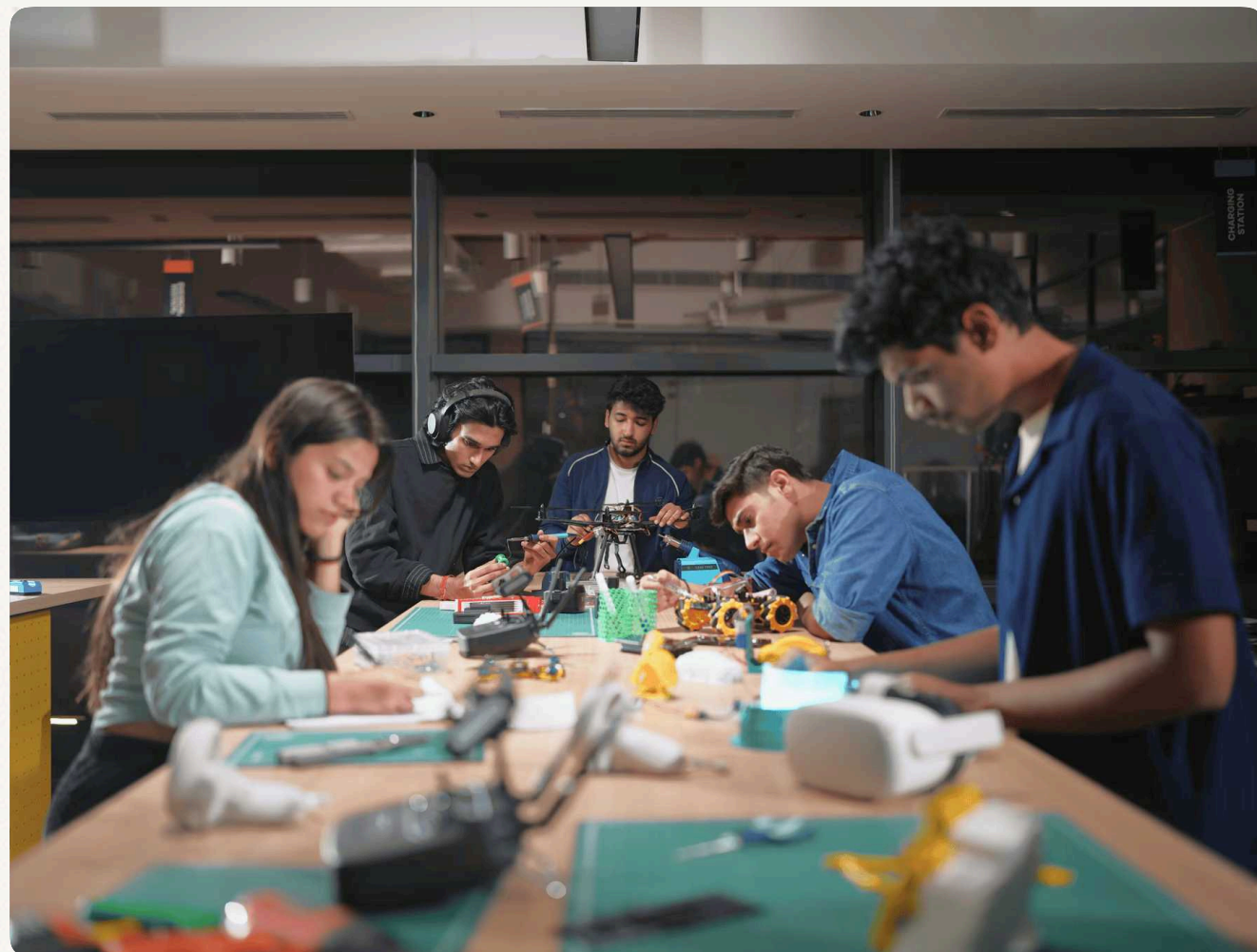
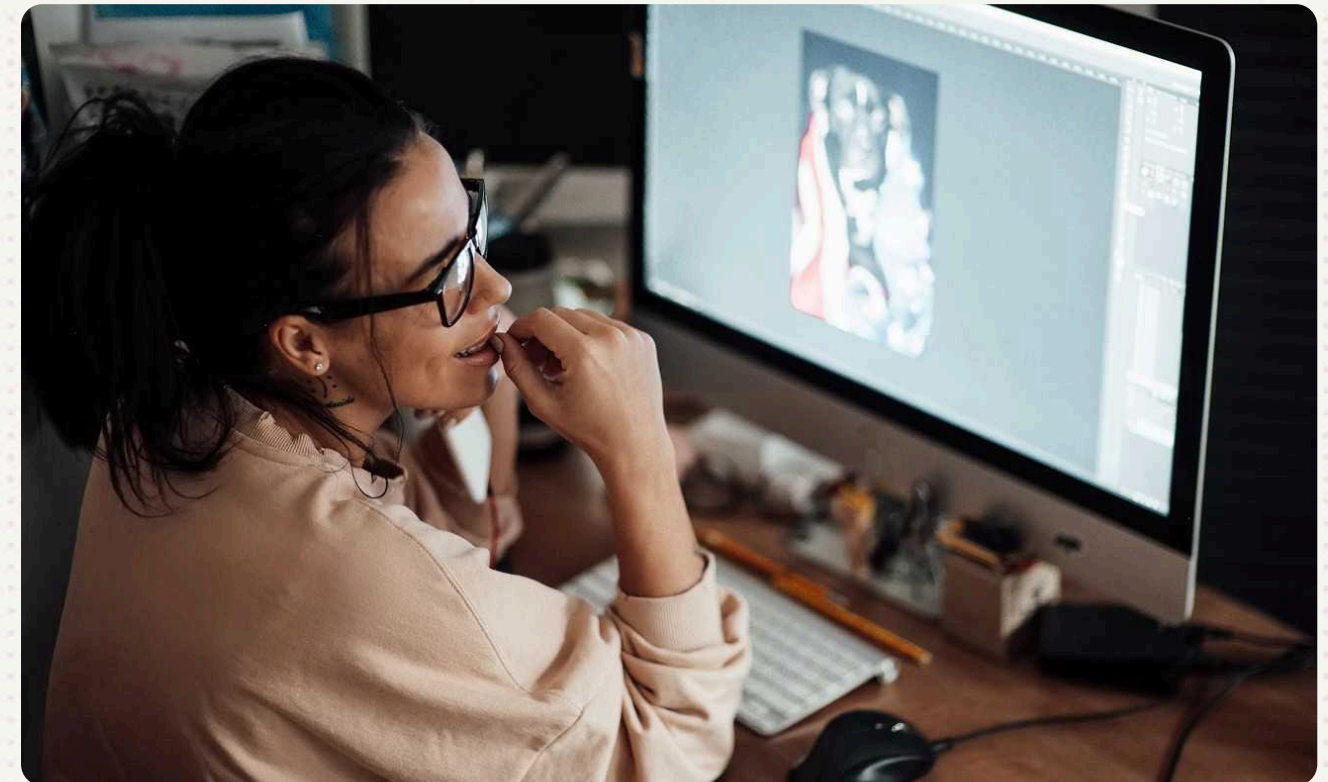
- + Ergonomics & cognitive psychology
- + Accessibility & inclusive design

8. Computing for Designers

- + Computational thinking & creative coding fundamentals
- + Physical computing using Processing/P5.js & Arduino

9. Professional Practice Foundations

- + Project management & client relationships
- + Portfolio development



Year 3 ▾

Advanced Specialisation

1. Interaction: UI/ UX Design

- + Design Digital Screens and Products
- + Immersive and Spatial Design (AR/VR/XR)

2. Industrial: Tangible Product Design

- + Advanced Materials and Manufacturing
- + Design for Manufacturing at Scale

3. Communication Design

- + Brand Systems and Identity Design
- + Campaign Design and Integrated Advertising



Year 4 ▾

Capstone & Internship

1. Thesis Project

- ✦ Prototyping, testing & iteration
- ✦ Thesis writing & portfolio-ready outcomes

2. Design Leadership & Management

- ✦ Design team leadership
- ✦ Measuring design impact

3. Entrepreneurship & Venture Design

- ✦ MVP development & product-market fit
- ✦ Fundraising basics & pitch development

4. Portfolio & Professional Practice

- ✦ Portfolio strategy & case study development
- ✦ Interview preparation & professional positioning

5. Industry Internship

- ✦ Full-time professional placement
- ✦ Real-world team & project exposure

Studios & Proto-Lab

Build Real Products within spaces that encourage experimentation.

Students work in dedicated studios and prototyping labs, moving ideas from concept to execution through hands-on experimentation with peers, mentors, and industry collaborators.



Where Industry Learning Converts into Placements

Learn from industry professionals shaping today's leading products, platforms, and brands - building the **skills, portfolios, and industry exposure** that translate into **strong placement outcomes**.

Graduates of the Undergraduate Programme in Design step into diverse creative and strategic roles, including:

Industrial Designer

Motion & Visual Storyteller

Product & UX Designer

Brand Designer

Design Strategist

Creative Lead

Social Media Manager

Creative Art Director



How to Apply ↘

STEP 1

Submit Application

Fill out the online form and upload your academic records and achievements. Applications are reviewed based on overall profile and interest in design.

STEP 2

Submit Video Essay & Portfolio Link

Upload a 2-minute video introducing yourself and your interest in design and creativity. Include a link to your portfolio or creative work - this is your chance to stand out.

STEP 3

Interview and Final Selection

Selected students attend a personal interview with the admissions panel. Final offers are released within 7–21 days.

Tuition Fee

Year	Amount
Admission Fee	INR 1,80,000
📅 Year 1	INR 10,80,000
📅 Year 2	INR 15,95,000
📅 Year 3	INR 17,85,000
📅 Year 4	INR 7,90,000
Total	INR 52,50,000



APPLY

Join the
Class of **2030**

Design

Build


Venture





masters' union



For any queries, contact

 ugadmissions@mastersunion.org

 +91 - 7669186660

 DLF Cyberpark, Gurugram