



Urmi's Art Forum

Explore Your Path in Art & Design

• *Unleash creativity* • *Build your portfolio* • *Shape your future*



About Us – Urmi's Art Forum

Founded in **2006 by Komal Ullal (PhD Art & Design Education)**, UAF has built a legacy of transforming creative students into confident, industry-ready designers. Built on the belief that

“Art is Eternal and Knowledge Must Be Shared,” UAF offers a nurturing, highly **personalised learning environment** where every student is **guided, encouraged and mentored not just taught.**

Over the years, our students have **cracked the country's toughest design entrance exams** and secured admissions into the world's leading design universities, with portfolios and skills 'that truly stand out.

Our commitment to excellence has also **earned recognitions from national and international art & design associations.**



Courses We Offer

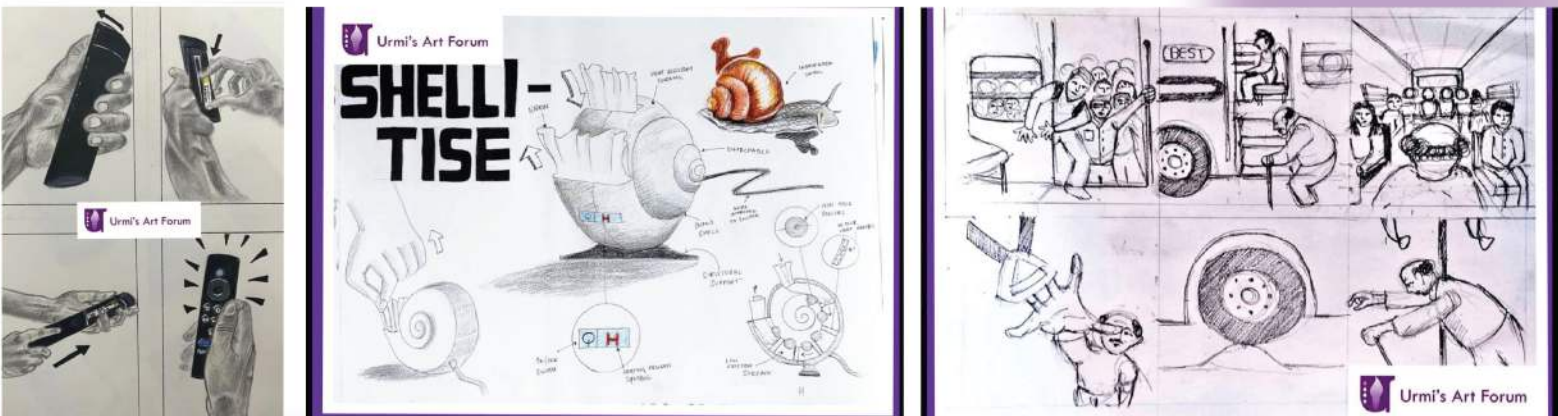
DESIGN ENTRANCE EXAM
MAH-AAC-CET | NID | NIFT | UCEED |

Other Design Entrance Exam
DAT(DESIGN APTITUDE TEST)
Focus on visual thinking, creativity, observation skills, material understanding, and problem-solving through hands-on and conceptual tasks.

CAT - CREATIVE APTITUDE TEST)
Emphasis on imagination, originality, sketching ability, storytelling, and idea development under time constraints.

GAT (GENERAL ABILITY TEST)
Covers logical reasoning, quantitative ability, general awareness, English comprehension, and analytical thinking essential for design entrances.

Art & Design Portfolio Development
For universities in India, US, UK, Europe, Dubai, Singapore & Australia



Career Options

PRODUCT/INDUSTRIAL DESIGN



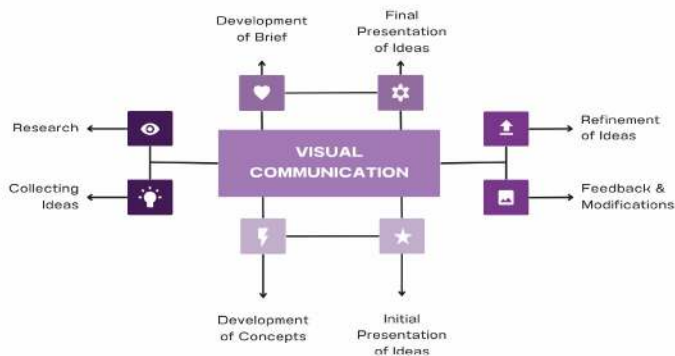
INTERIOR DESIGN

FINE ARTS



EXHIBITION DESIGN

VISUAL COMMUNICATION



GRAPHIC DESIGN

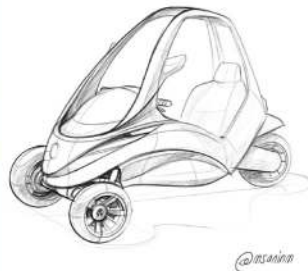
FASHION/TEXTILE DESIGN



VFX & ANIMATION

Career Options

TRANSPORTATION DESIGN



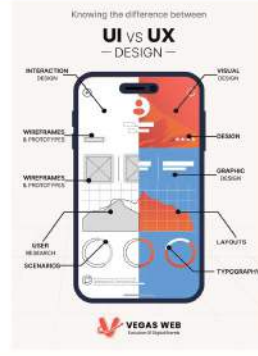
GAME DESIGN



PHOTOGRAPHY



AR VR UI UX DESIGN



TOP DESIGN UNIVERSITIES

Mumbai

1. Sir J. J. school of Art, Architecture & Design
2. IIT IDC
3. Istituto Marangoni
4. Atlas University ISDI
5. Pearl Academy
6. Ecole Intuit Lab
7. Whistling Woods International
8. ITM Institute of Design and Media
9. Ai Universal University
10. NIFT

Gujarat

11. NID
12. UID
13. Designversity
14. Anant University
15. Parul University
16. Silver Oak University
17. Indus University

Pune

18. MIT SOD Alandi

Indore

19. MIT Avantika

Bangalore

20. Srishti Manipal Institute of Art, Design and Technology

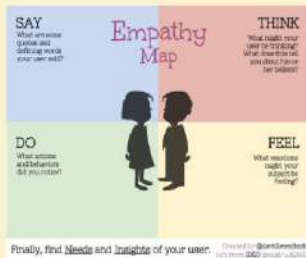
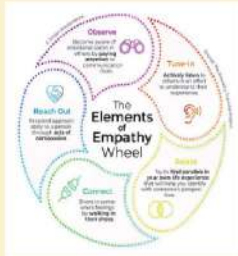


PARENTS' CORNER

UNDERSTANDING DESIGN CAREERS

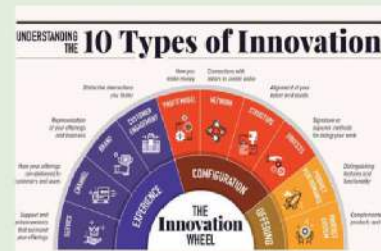
Design + Psychology

(e.g., user behaviour, empathy mapping)



Design + Business/Strategy

(e.g., brand innovation, entrepreneurship)



Design + Technology

(UI/UX, creative coding, interaction design)



Design + Science

(Bio design, environmental design)



Is design a good career choice?

Yes, design is a great career it combines creativity, problem-solving, and innovation. Designers shape how we see, use, and experience the world from apps and fashion to spaces and brands. With technology, AI, and sustainability driving new opportunities, skilled designers are in high demand across industries globally.

What kind of jobs do design graduates get?

Design graduates work in fields like graphic design, product design, fashion, Interior design, animation, UI/UX design, and more. They can work for companies, design studios, or start their own businesses.

Does my child need to be good at drawing?

While drawing skills are helpful, design is more about creativity, critical thinking, and problem-solving. Many design fields also use digital tools, so being comfortable with technology is important.

What is a design portfolio?

A design portfolio is a collection of a student's best work showcasing their skills, creativity, and design process. A strong portfolio is essential for design college applications and job interviews.

Are there stable career options in India for designers?

Absolutely. The demand for designers is rising in India, especially in technology, e-commerce, advertising, and the luxury and automotive industries. There are many career paths and opportunities.

Can designers earn a good salary?

Yes, design can be a lucrative career. Salaries vary depending on the field. Example: senior designers earn 14 to 30 lakh + per year.

Are design careers secure in the future?

Design is evolving with technology, but creativity and innovation are always in demand. Designers who adapt to new tools and trends will continue to have successful careers.

Which is the best design field for my child?

The best field is one that aligns with their interests and strengths. Whether it's fashion, product design, animation, or UI/UX, there are diverse options. Encourage them to explore and find their passion.



Course Structure

Phase 1 : Foundation & Skill Building (Strengthening Basics & Drawing Skills)

Students develop strong fundamentals in:

- Basic & Advanced Drawing
- Object & Still-Life Sketching
- Human Figures & Gesture Drawing
- Perspective & Composition
- Line Quality, Shading & Rendering
- Visual Observation & Memory Drawing
- Colour Theory & Application

Focus - Strengthening Skill sets

Phase 3 : Exam-Specific Training & Aptitude

- Design Aptitude & Logical Reasoning
- General Awareness for Design & Culture
- Numerical & Analytical Ability (where applicable)
- Mock Tests & Previous Year Paper Solving
- Time Management Strategies
- Answer Presentation Techniques

Focus: Strategy • Accuracy • Scoring Approach • Career Clarity

Phase 2 :Creative Ability & Design Thinking

- Creative Problem Solving
- Idea Generation & Concept Development
- Storyboarding & Visual Narratives
- Product / Space / Fashion / Communication / Game & Concept Art Basics
- Innovation Exercises
- Material Handling & 3D Model Making
- Imagination & Concept Visualization

Focus- Enabling to create original artwork & design independently.

Phase 4 : Portfolio Making

- Artwork Selection & Curation
- Portfolio Layout & Visual Storytelling
- Digital & Physical Portfolio Guidance
- SOP, Essays & Interview Training
- Personal Branding & Presentation Skills

Focus: Showcasing the student's authentic creative identity

Continuous Support Throughout the Course

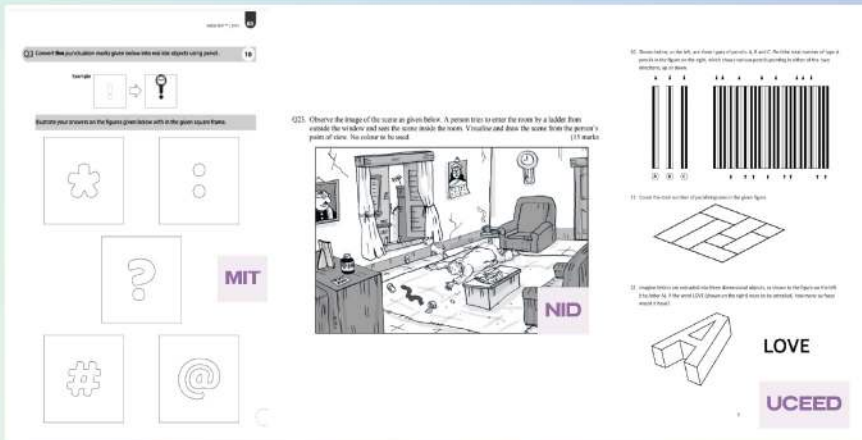
- Regular Assignments & Feedback
- Individual Performance Tracking
- Doubt-Solving & Revision Sessions
- Parent–Mentor Interaction (when needed)
 - Exam & Career Counselling
- Student Profiling & Guided Roadmap

Why to JOIN UAF?

PRACTICAL LEARNING



THEORY



MOCK TEST



SITUATION TEST



MASTERCLASS



FIELD TRIP



SOCIAL WORK



CAMPUS VISIT



CAREER GUIDANCE & PROFILING



APTITUDE TEST



**JOIN
US NOW**



INSTAGRAM



FACEBOOK



WHATSAPP