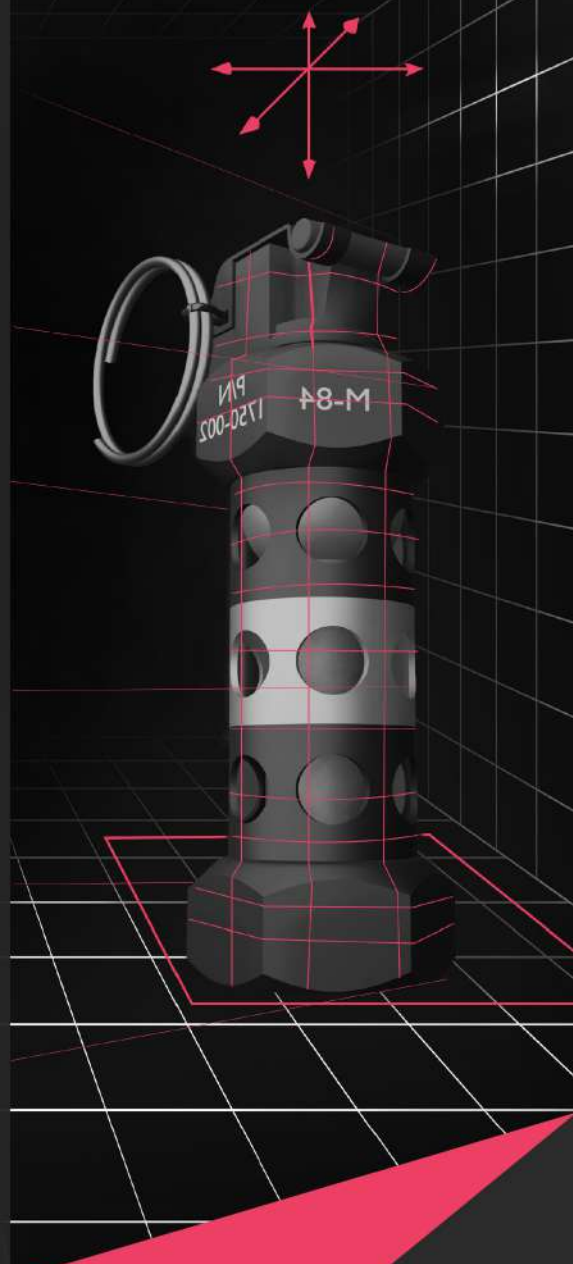


MARCH 2026

Monthly Newsletter



SO
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Design In Translation

DEAN'S MESSAGE



“Design education Today is not only about what we create, but about how carefully we understand the world before we create”

As March comes to a close, we are also moving towards the final stretch of the semester. This is always a special time in a design school. The studios look more alive, conversations become sharper, students begin to see the outcome of their hard work, and faculty continue to guide them through the last layers of refinement. The world around us is not simple. Our students are growing into a future shaped by geopolitical tensions, economic uncertainty, climate concerns, and fast-moving technologies. In such a world, design education must help them do more than learn tools or complete projects. It must help them observe better, ask better questions, work with people, and respond with sensitivity.

This month reflected that spirit in many ways. The Product Sketching Marathon showed the value of patience, line, form, and discipline. The CAID explorations helped students translate drawings into digital possibilities. Sessions across communication, interior, and fashion design brought in ideas of storytelling, shared living, sustainability, and professional practice. We are also proud of the achievements of our students, especially the international editorial recognition received by Fashion Design student Poshitha Allu. Such moments are encouraging because they remind us that sincere studio work, when supported with mentorship and care, can travel beyond the classroom. March also helped us look inward and outward. Through Board of Studies discussions, international conversations with the University of Plymouth and IED Milano, and Prof. Mark Watson's session on global goals in design pedagogy, we continued to ask an important question: how do we prepare our students for the world they will inherit and influence?

At SOAD, we are not only closing a semester. We are slowly and consciously shaping a culture of learning, courage, empathy, and purpose.

- Dr. Adity Saxena



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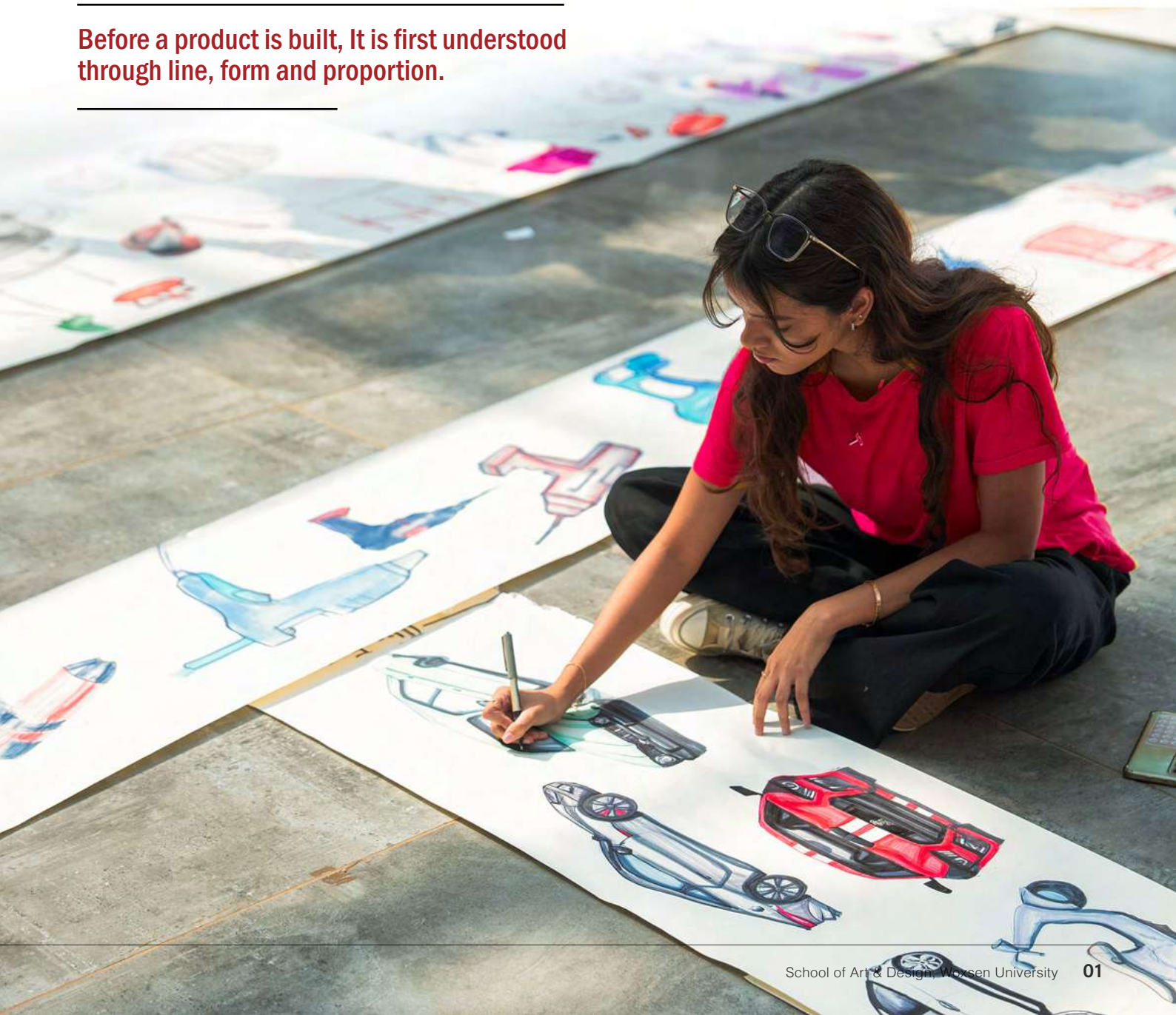
3 Day Product Sketching Marathon

The CAID Product Sketching Marathon Display brought second-semester Industrial Design students' work into public view, reflecting a three-day intensive focused on observation, replication, rendering, and the disciplined communication of product form.

Before a product becomes a model, a prototype, or a manufactured object, it often begins as a line on paper. In industrial design, sketching is not merely a visual exercise. It is a way of training the eye to observe, the hand to respond, and the mind to understand form with greater clarity. The Product Sketching Marathon, conducted for second-semester students, translated this principle into an intensive studio exercise that pushed students through repeated practice in observation, replication, tonal rendering, and technical sketching. Working in groups and later refining their submissions

individually, students moved from sketch replication to rendered studies and finally to clean technical interpretations of real products. The exercise emphasized disciplined line work, material expression, tonal control, and perspective accuracy, all of which are foundational to communicating design intent effectively. The final display in the Admin Block turned process into presence, allowing sketching to be seen not as rough preparation, but as an essential stage in how industrial designers study, think, and give shape to ideas..

Before a product is built, It is first understood through line, form and proportion.



Every careful line is a small act of understanding
before it becomes an act of making



Focused on Line, Form and Precision **Sheril Chauhan (B.Des Industrial Design, Batch 2025-29)** captures the quiet intensity of the Product Sketching Marathon



Prof. Mrudul, Prof. Shiva and Prof. Vidyadhar seen guiding students through the quiet rigor of the Product Sketching Marathon





The marathon filled the floor with sketches.....
It also filled it with sharper eyes, steadier hands, and clearer thinking.



Integrating Global Goals into Design Pedagogy

Professor Mark Watson, Adjunct Professor and Managing Director of Design Providence, Victoria (Australia), visited the School of Arts & Design at Woxsen University. Through a Faculty Development Program and an interactive workshop with junior scholars on “Resilient by Design” - Integrating Global Goals into Design Pedagogy.

Design education becomes more relevant when it prepares learners not only to create, but also to respond to the larger systems and challenges shaping the world around them. With this spirit, Prof. Mark Watson conducted a faculty development session at Woxsen that introduced the Global Goals Jam methodology, a collaborative framework that connects design thinking with the UN Sustainable Development Goals (SDGs). The session brought together faculty members from SOAD and SOAP, opening discussion on how themes such as sustainability, resilience, and social impact can be meaningfully integrated into pedagogy, studio learning, and research. Rather than treating design as an isolated creative exercise, the session emphasized its potential as a tool for engaging with real-world complexity through interdisciplinary and systems-led thinking. Through

examples and discussion, participants reflected on how design classrooms can better equip students to address social, environmental, and structural challenges with greater depth and responsibility. The session also introduced the Jam format as a possible teaching approach that encourages collaborative problem-solving, local engagement, and action-oriented learning.

Date: 18 March 2026

Venue: LT7, Woxsen University, Hyderabad

Mode: Offline

Track: Internationalisation

Organized by: School of Arts & Design

Guest: Prof. Mark Watson, Adjunct Professor and Managing Director, Design Providence, Victoria, Australia

Session Format: Faculty Development Programme and interactive workshop with junior scholars

The future of design teaching lies in helping students think across people, systems, and consequences



Resilient design begins with the humility to accept that the world is complex..... and the courage to respond anyway.





In listening closely, the faculty were rethinking how design can be taught for a world defined by uncertainty and adaptation.



Fashion Design Student work earns international editorial recognition

Among the achievements acknowledged by the department this month were a series of international magazine features highlighting the work of Fashion Design student Poshitha Allu.

Fashion design often begins with silhouette, surface, and material, but its deeper strength lies in how form can carry character, mood, and narrative. Recent international magazine features highlighting the work of Poshitha Allu reflect this very quality. Across multiple editorial platforms, her collections were recognised for combining conceptual thinking with refined construction, demonstrating how student work can travel beyond the studio and resonate within wider fashion conversations. Among the works featured was the Sugar Plum Collection – Desiree, recognised in the February editions of Star Magazine and Beautica Magazine, where its Boudoir Rococo influence and couture detailing were brought into focus. Her Po in Wonderland collection, featured in Enzomnia Magazine (Spain), explored character-driven design through structure, toile development, and proportion, while The

Garden of Eve, featured in UFOTO Magazine (Dubai), unfolded as a conceptual narrative across the stages of Fallen Fruit, Bloom, and Borne. Together, these recognitions reflect not only the student's creative and technical strength, but also the department's emphasis on mentorship, conceptual rigour, and global-facing fashion practice.

Student: Poshitha Allu

Programme: B.Des Fashion Design

Recognition: Featured in international fashion magazines

Featured Works: Sugar Plum Collection – Desiree, Po in Wonderland, The Garden of Eve

Magazines: Star Magazine, Beautica Magazine (California), Enzomnia Magazine (Spain), UFOTO Magazine (Dubai)

Mentor: Prof. Ashutosh Kumar

Makeup & Hairstyling: Aishwarya Reddy

Mode: Editorial Feature Recognition

Good student work does not stay inside the classroom for long.





ENZOMNIA



ART PERFORMANCE



The **Garden
of Eve** - The
fallen fruit,
bloom and
blood



FASHION DESIGNER: POSHITHA ALLU
@POSHITHA.ALLU

Creating global opportunities through academic partnership

A meeting with the University of Plymouth advanced discussions on a potential MoU, focusing on future collaboration pathways that could expand academic and international opportunities for the School of Arts and Design.

Meaningful design education does not grow in isolation. It expands through dialogue, collaboration, and exchange with institutions that bring different perspectives, methods, and academic cultures into view. With this spirit, the School of Arts and Design held an online meeting with representatives from the University of Plymouth on 20 March 2026 to discuss the progress of a proposed Memorandum of Understanding (MoU) and to further define the tracks of collaboration between the two institutions. The discussion centred on presenting the School of Arts and Design and identifying potential areas for partnership that could strengthen learning, exposure, and academic engagement in the future. While the meeting marked a formal stage in the MoU process, its importance reaches beyond administration. Such

international partnerships can open doors to wider academic networks, collaborative initiatives, and richer learning environments for both students and faculty. The meeting therefore represented another step toward shaping a more globally connected future

Date: 20 March 2026

Time: 2:30 PM - 3:30 PM

Venue: Online

Mode: Virtual Meeting

Track: Internationalisation

Organized by: School of Arts and Design

Partner Institution: University of Plymouth

Faculty Involved: Asst. Prof. Eesha Sharma

Focus: MoU progress, collaboration tracks, international academic partnership



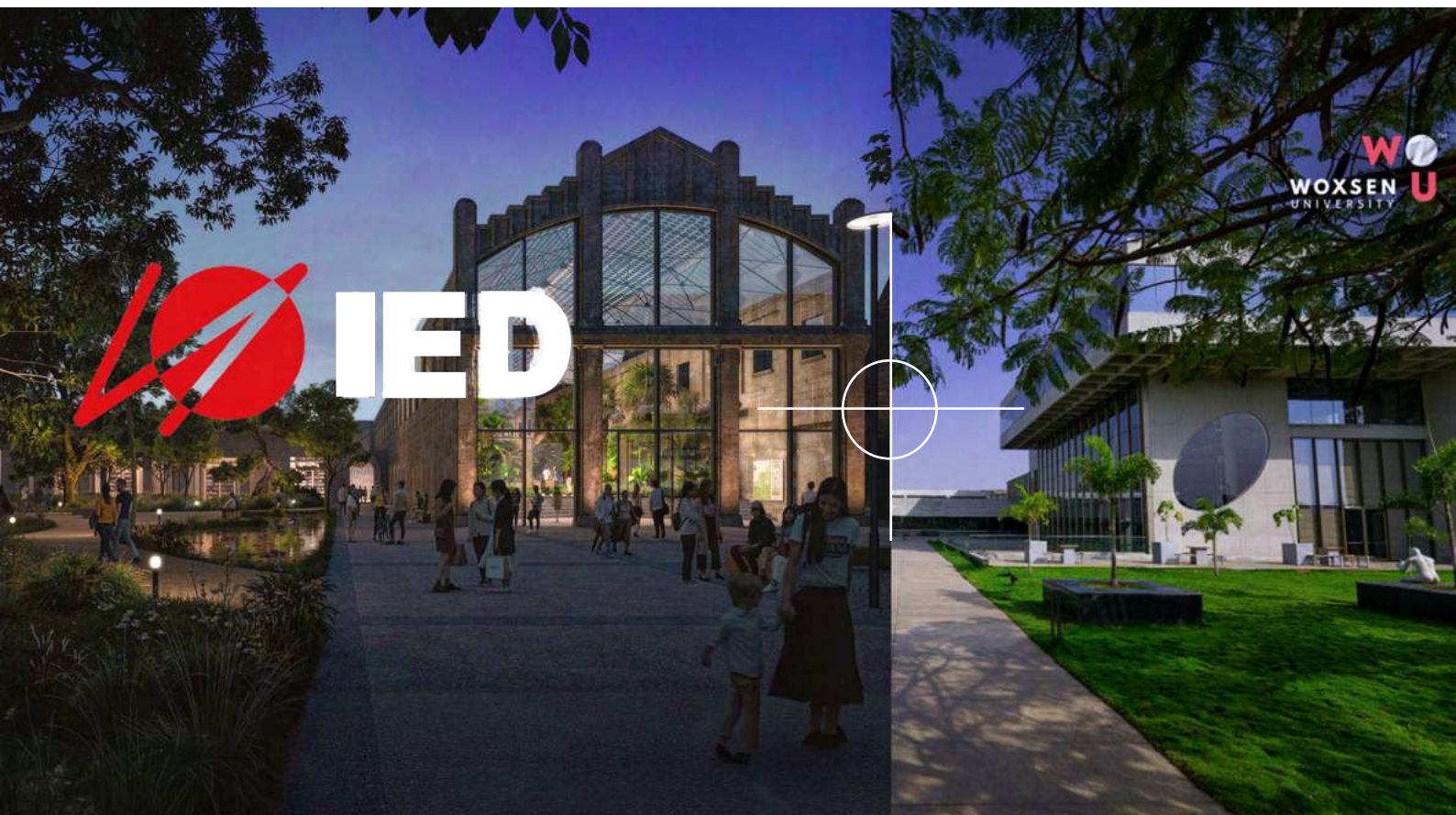
Building international bridges in design education

Meeting with IED Milano explored possibilities for strategic collaboration with the School of Arts and Design, opening up conversations around international partnerships, student mobility, and faculty exchange.

Design education grows stronger when it remains connected to wider global conversations, institutions, and ways of learning. In this spirit, the School of Arts and Design held an online meeting with IED Milano on 18 March 2026 to discuss opportunities for future collaboration. The interaction focused on how international partnerships can broaden academic exposure, encourage exchange of ideas, and create pathways for students and faculty to engage with design beyond their immediate context. A key area of discussion was student and faculty mobility, pointing toward the value of learning through cross-cultural academic experiences. Such collaborations do more than build institutional ties. They expand perspectives, introduce new methods of practice, and strengthen the relevance of design education

in a connected world. While the meeting marked an early stage in the conversation, it laid the groundwork for future engagement and reaffirmed the school's commitment to creating more globally aware learning opportunities.

Date: 18 March 2026
Time: 4:30 PM - 5:00 PM
Venue: Online
Mode: Virtual Meeting
Track: Internationalisation
Organized by: School of Arts and Design
Partner Institution: IED Milano
Faculty Involved: Asst. Prof. Eesha Sharma
Focus: Strategic collaboration, MoU discussion, student mobility, faculty mobility
Outcome: Initial discussion on international collaboration and exchange opportunities; next meeting scheduled for 22 April



EDITING FOR STORYTELLING

How Editors Shape Emotion and Narrative

12th March
10:00AM - 11:30AM



How editors shape what audiences feel

An online special session with editor and content creator Aasil Khan introduced students to the craft of audio-video editing as a tool for shaping emotion, structure, and narrative.

Editing is often mistaken for a purely technical stage of production, when in reality it is where a story begins to find its rhythm, clarity, and emotional force. In this special online session, Aasil Khan, founder of OneForEdits and a widely followed video editing educator, guided students through the deeper logic of editing, showing how cuts, pacing, sound, and sequencing influence the way audiences feel and understand a narrative. Through live demonstrations and behind-the-scenes examples from professional workflows, the session explored editing not simply as software skill, but as narrative decision-making. Students were introduced to the role of voice-over scripting, emotional timing, audience engagement, and the ways editors transform raw footage into meaningful experiences. By linking technical process with storytelling intent, the session helped students understand that strong editing does not just assemble clips, it shapes perception, emotion, and memory.

Date: 12 March 2026

Venue: Online

Mode: Google Meet

Session: Editing for Storytelling

Speaker: Aasil Khan

Profile: Founder, OneForEdits, Hyderabad; YouTube creator and video editing educator

Focus Areas: Live editing workflow, storytelling, emotional impact, voice-over scripting, professional editing and motion design

Participants: 50+ students

Organized by: Department of Communication Design

Faculty In-charge: Prof. Kamalanarayanan

From Idea to Impact

Translating Design Projects into Tangible Outcomes



12 March

2 PM onwards
Online, Google Meet

Speaker: Dr. Surendheran K

Lecturer at Royal Melbourne Institute of Technology (RMIT)

An online session by the Communication Design department brought students into conversation with Dr. Surendheran K of RMIT, Melbourne, on how design moves from research and concept-building to tangible real-world outcomes.

Ideas are fragile things. They can remain sketches, slides, and good intentions unless they are pushed through the harder disciplines of clarity, making, and experience. In an online masterclass with Dr. Surendheran K, Lecturer at RMIT, Melbourne, Communication Design students were invited to look at design not as coursework to be submitted, but as work that must eventually speak to people, employers, and the world beyond the classroom. The session urged students to ask sharper questions of their own projects: Does this solve something real? Does it show my skills clearly? Does it tell a

story worth remembering? Drawing from examples across websites, AR experiences, campaigns, and interactive platforms, the masterclass broke down how meaningful projects emerge at the intersection of problem, medium, and user experience. Students were encouraged to think of websites as immersive journeys rather than static pages, and of final projects as portfolio pieces that prove creativity, technical ability, problem-solving, and storytelling together. In doing so, the session gave students not just advice on making better projects, but a more mature way of thinking about design itself.

Surendheran K (Presenting)

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Think beyond the classroom assignment

Will this impress employers?
Is this innovative?
Does it show my skills clearly?
Does it tell a story?

Your final project is not just an assignment. It is your portfolio piece.

Surendheran K

30 others

Kamalenarayana Kamala...

2:44 PM | izd-dioj-ssm

Teaching to waste less at the cutting table

At FDDI Hyderabad, Prof. Ashutosh Kumar led an intensive workshop on complex garment construction and zero-waste pattern making, introducing participants to sustainable design as both technical discipline and creative opportunity.

In fashion, sustainability is often discussed at the level of materials, but it also begins much earlier, at the stage where a garment is cut, shaped, and constructed. On 20 March 2026, Prof. Ashutosh Kumar conducted a workshop at FDDI Hyderabad focused on Complex Garment Construction and Zero-Waste Pattern Making, drawing attention to how thoughtful pattern development can reduce waste while expanding design possibilities. The session placed sustainability not at the end of the process, but at the very heart of making.

Date: 20 March 2026

Venue: FDDI Hyderabad

Mode: Offline

Organized by: Footwear Design and Development Institute (FDDI), Hyderabad

Faculty Involved: Prof. Ashutosh Kumar

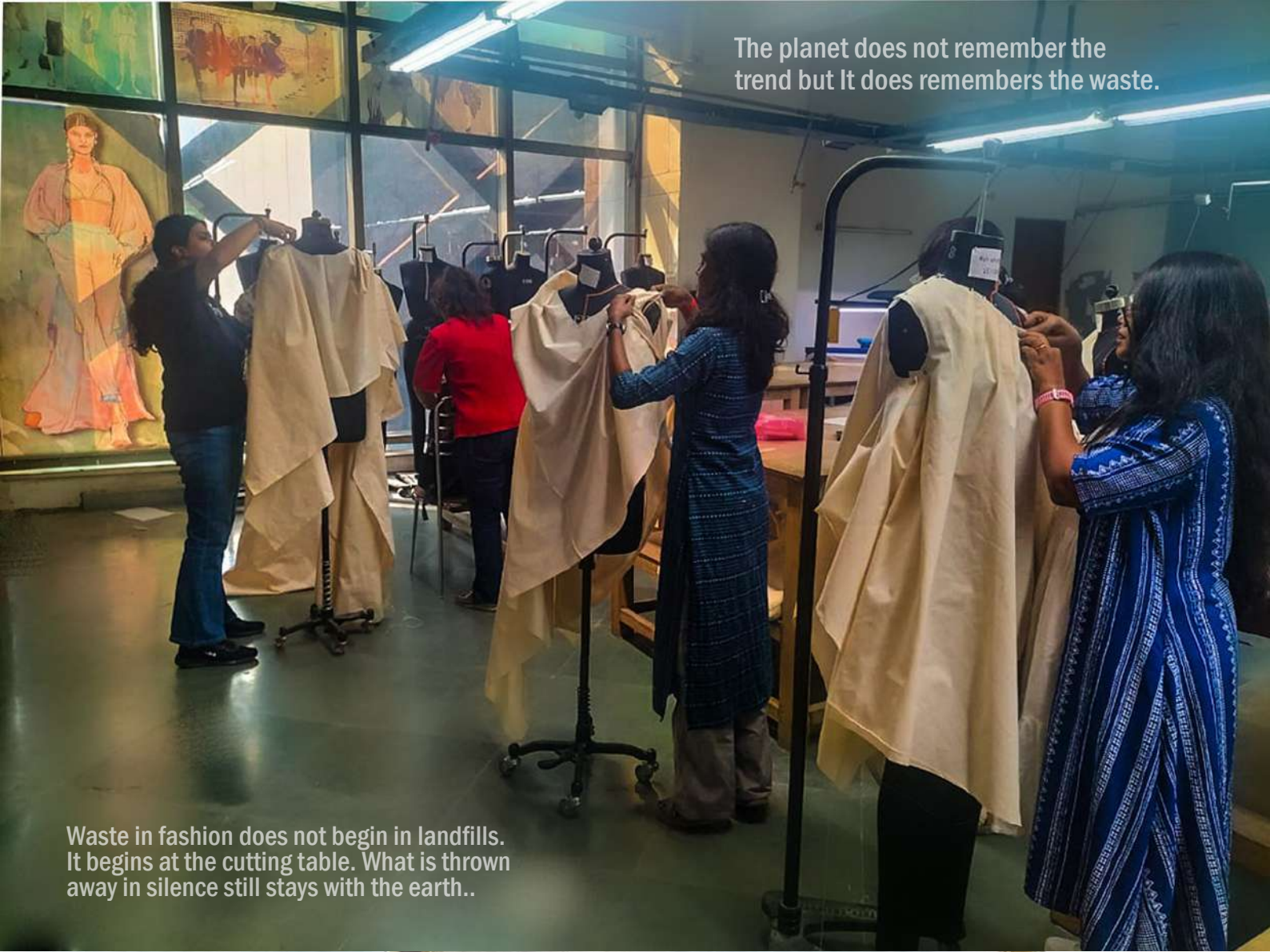
Focus Area: Complex garment construction and zero-waste pattern making

Key Themes: Sustainable design, advanced construction techniques, responsible making, industry-academic exchange

Every second, the equivalent of a garbage truck of clothes is thrown away. That is why every careful cut matters long before a garment reaches the world



The planet does not remember the trend but It does remembers the waste.



Waste in fashion does not begin in landfills. It begins at the cutting table. What is thrown away in silence still stays with the earth..



Prof. Ashutosh Kumar showing how every careful cut can become an act of responsibility.



How interior design shape the experience of living together

Interior Design students engaged with Ar. Samar Ramachandra and associates in a guest lecture that explored the role of interior designers in shaping shared community living through spatial thinking, problem-solving, and sustainable design

Interior design does not only shape how a space looks. It shapes how people move, interact, gather, and find comfort within it. This became the focus of a guest lecture by Ar. Samar Ramachandra and associates, conducted for 4th semester Interior Design students as part of Design Studio 2: Sustainable Practices in Design. The session introduced students to the challenges and opportunities of designing for shared community living, asking them to think beyond individual rooms and toward the larger social life of space.

Participants: 20 students

Organized by: Interior Design Department

Module: Design Studio 2 - Sustainable Practices in Design

Guest Speakers: Ar. Samar Ramachandra and associates

Faculty Involved: Assoc. Prof. Christian F. Aronsen and Asst.

Prof. Eesha Sharma



From 2D Engineering drawings to real-world 3D design models

Through the CAID module, Industrial Design students were introduced to the fundamentals of 3D modelling using Autodesk Fusion 360, learning how to translate 2D engineering drawings into accurate digital forms for prototyping, rendering, and real-world design development.

In industrial design, a drawing is only the beginning. A product truly starts to take shape when ideas can be modelled, tested, and understood as form. The CAID (Computer Aided Industrial Design) course gave second-semester students an intensive introduction to this shift, helping them move from 2D engineering drawings into accurate and high-quality 3D models using Autodesk Fusion 360. Through this process, students began to understand digital modelling not just as a technical skill, but as a bridge between design intention and physical possibility. The course introduced students to both solid and surface modelling techniques, while also emphasizing efficient workflows, software best practices, and the preparation of models for rapid prototyping and rendering. These are not minor software exercises,

but foundational skills that shape how future designers communicate, refine, and realise products. By learning how to build precision into digital form, students gained a stronger grasp of how industrial design moves from concept to production, from flat

Date: 26/03/2026

Batch: 2nd Semester (2025-29)

Venue: C-213

Mode: Offline

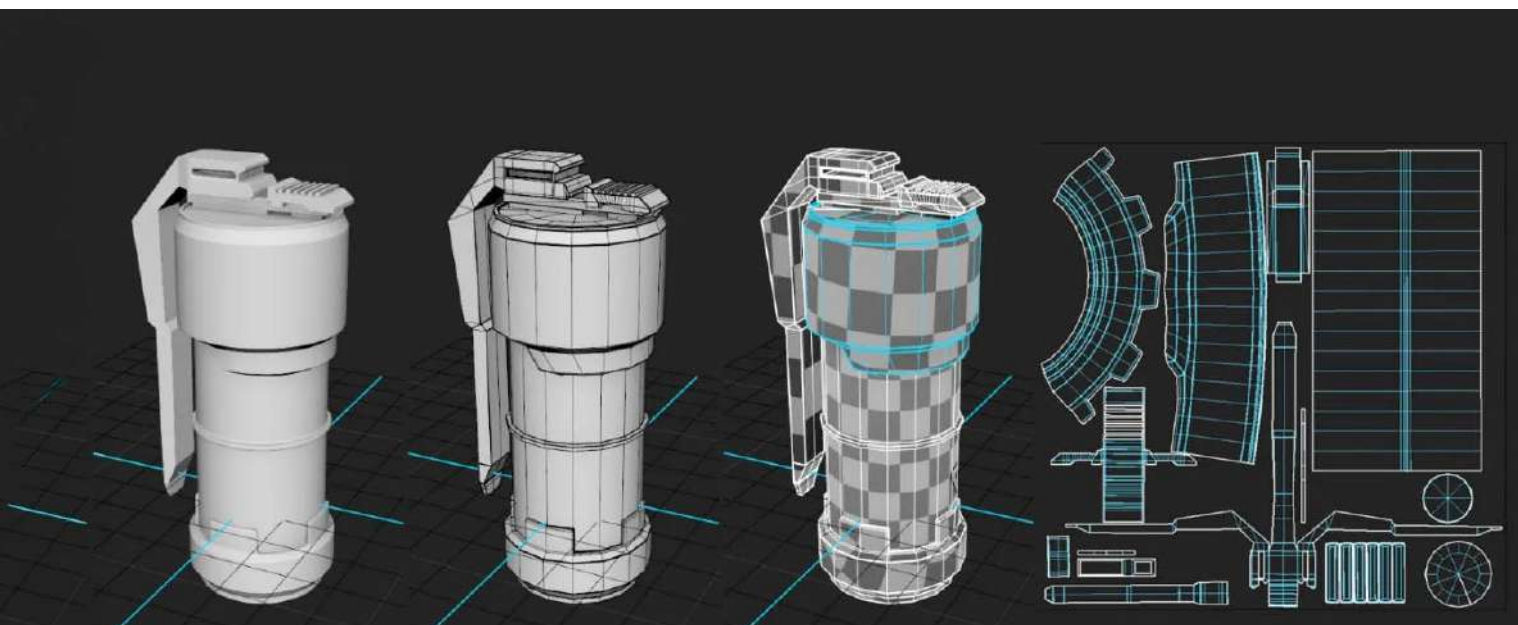
Organized by: Industrial Design Department

Faculty Involved: Prof. Bhushan Sonawane, Prof. Yukta

Software Used: Autodesk Fusion 360

Focus Areas: 3D modelling, solid modelling, surface modelling, 2D to 3D translation, rapid prototyping, rendering, workflow efficiency

In industrial design, the move from 2D to 3D is the moment an idea stops being described and starts being proven.



How SOAD is rethinking its curriculum for tomorrow's designers

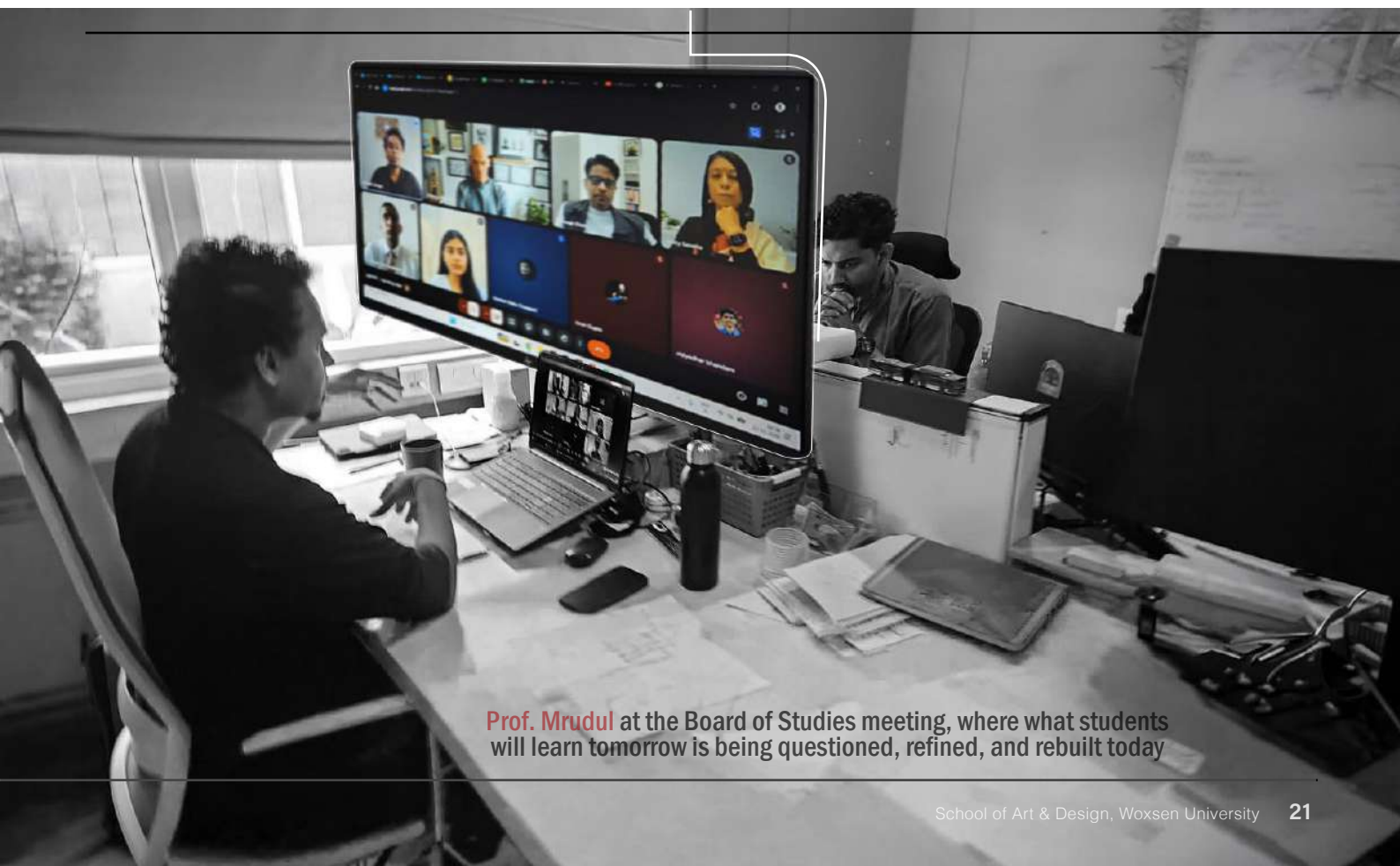
Across departments, the School of Arts and Design undertook curriculum review discussions this month through Board of Studies meetings, reaffirming its commitment to keeping design education aligned with industry change, emerging technologies, academic standards, and the future needs of students.

A curriculum is more than a timetable of subjects. It quietly determines how students learn to think, what kinds of problems they are trained to solve, and how prepared they are for the world they will enter after graduation. Recognising that design education cannot remain static in a fast-changing professional landscape, the departments within the School of Arts and Design conducted Board of Studies discussions this month to review and strengthen their academic frameworks across programmes. These reviews brought together academic leaders, industry professionals, external experts, and other stakeholders to reflect on how curricula can remain relevant to current practice while also preparing students for what is emerging next. Across departments, the conversations focused on issues such as industry

alignment, technological integration, interdisciplinary learning, sustainability, academic rigor, and the larger direction of design education. While such meetings may appear administrative on the surface, their real impact is deeply student-facing: they shape the

Focus Areas: Curriculum review, industry relevance, emerging technologies, interdisciplinary learning, sustainability, academic standards, and future readiness
Purpose: To strengthen programme structure and align teaching with evolving design practice

**A strong curriculum not only preserve yesterday's industry.
It prepares students for tomorrow's.**



Prof. Mrudul at the Board of Studies meeting, where what students will learn tomorrow is being questioned, refined, and rebuilt today

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Dean



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Vice Dean



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Assistant Dean



Dr. Murali Kesaboina
Assistant Dean



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Assistant Professor



ACKNOWLEDGEMENT

The School of Arts & Design Newsletter reflects the collective spirit of learning, creativity, and collaboration that defines our academic community. Each edition brings together the efforts of many individuals who contribute to shaping an environment where ideas are explored, knowledge is shared, and design education continues to evolve.

We extend our sincere gratitude to:

- **The Vice President of Woxsen University** for his continued guidance and support in strengthening the vision and growth of the School of Arts & Design.
- **Vice Dean, Assistant Deans and Program Leaders** for their academic leadership and commitment to advancing innovative and interdisciplinary learning experiences.
- **Faculty Members** for their dedication to teaching, mentorship, and research that enrich the educational journey of our students.
- **Students** whose creativity, curiosity, and hard work bring life to the projects and explorations featured in this newsletter.
- **Parents and Families** for their trust and encouragement that support students in pursuing their creative aspirations.
- **Industry Partners, Alumni, and Collaborators** for their valuable engagement in bridging academic learning with professional practice.

Together, these contributions continue to nurture a vibrant design community committed to learning, innovation, and meaningful impact.



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