

CRAFTING FUTURE DESIGNERS

HANDS-ON LEARNING FOR TOMORROW'S VISIONARIES



DESIGN!

The word ignites imagination and evokes a sense of boundless creativity and visual eloquence. Once regarded merely as a happenstance career path, it has now transformed into a realm of passion and purposeful pursuit. The world of design presents vibrant career prospects, particularly for those imbued with a remarkable innovative acumen in the realm of Fashion design, Interior design, Industrial design, and Communication Design.

Navigating The Synergy Between Design and Business in the 21st Century

Throughout history, design has manifested in various forms across diverse cultures, serving as a testament to artistic expression. Yet, in the contemporary landscape of the 21st century, design transcends its traditional associations with art and aesthetics. It has evolved into a strategic tool for addressing pressing market challenges, offering proactive solutions that drive businesses forward. Indeed, the vitality of design cannot be overstated; it lies at the core of corporate success.

In a time when businesses strive for distinctiveness and originality, the integration of design with business knowledge emerges as imperative. A practical approach to learning empowers budding designers with creative abilities and gives them insights into the corporate realm. Strategic education ensures that graduates are not merely designers, but also visionary thinkers and strategic leaders poised to excel in the dynamic industry landscape.

Woxsen's Innovative Approach Bridges Theory and Practice in Design Education

- ❖ Modern curriculum and new-age teaching methods
- ❖ Industry involvement through events, guest lectures, and mentorship opportunities





- ❖ Expert faculty comprising seasoned practitioners and industry leaders
- ❖ Hands-on learning for practical application of theory
- ❖ High-impact, experiential education for real-world readiness

Student Success Through Woxsen's Applied Learning Approach

As you delve deeper into the multifaceted dimensions of design, you recognize the paramount importance of experiential learning. It is through practical experiences and the application of theoretical concepts that aspiring designers hone their skills and transcend theoretical knowledge. By embracing a pedagogy rooted in active

participation and real-world engagement, Woxsen University equips the designers of tomorrow with the tools and mindset much needed to thrive in an ever-changing landscape.

Labs and Studios

Woxsen University, in its 200-acre campus houses cutting-edge labs facilitated with Industry-grade equipment. These labs serve as the cornerstone of Woxsen's carefully crafted curriculum, aimed at fostering learning that enables students to excel in their respective fields. The MAC Lab and Windows Lab are furnished with the most up-to-date software aligned with prevalent industry standards. The Fashion Design Lab, Sewing Workshop, and 3D Fabrication Workshop offer an

engaging platform for students to gain practical, hands-on experience, enhancing their employability skills.

Industry Projects, Internships, and Graduation Projects

At Woxsen, design students are urged to extend their learning beyond the confines of the classroom. This is facilitated by inviting industry leaders to the campus to present live industry projects, to which students offer innovative solutions.

Additionally, a Summer Internship is an integral component of the B.Des (Hons.) curriculum at Woxsen. A notable Internship is that of Fiza Firdous, an Interior Design student, who has bagged an international internship at MOY Design Studio in Dubai. Woxsen's

extensive practical learning approach coupled with her talent has paved the way for this extraordinary opportunity.

The culmination of Woxsen's emphasis on industry readiness is the Graduation Project, where students showcase their final course outcomes to distinguished jury members who are revered industry leaders.

Student Clubs

Clubs create a collaborative space for students to demonstrate their capabilities. The Fashion Club at Woxsen offers a platform for young minds to explore and present out-of-the-box ideas. Similarly, the Visual Communication Club empowers students to harness the potency of visuals in conveying compelling





narratives. The Product Design Club serves as yet another creative hub where students work on the functionality of the form of product design with an aim to give flight to their ideas.

Moreover, events such as “Celebrating Design,” a carefully curated two-day design event, offer students exposure to enlightening guest lectures, engaging workshops, and exhibitions where they can showcase their talents.

Competitions and Awards

IDA Education Award

Woxsen’s innate dedication to modern industry practices has made it truly stand out, harboring an IDA Education Award in the ‘Nurturing Students and Faculty Wellbeing’ category. Making Woxsen University one of the proud recipients among the 200 top institutions nationwide.

Nominated for Indian Film House National Awards

On another front, B.Des (Hons.) foundation students have achieved remarkable success with their short film ‘Valayam,’ securing nominations in 8 categories for the prestigious Indian Film House National Awards.



Transformational Experience Through International Student Exchange

As a B.Des Hons. student at Woxsen, the opportunity for International Student Exchange opportunity awaits you, opening doors to over 25+ Global Partner Universities. The opportunity adds value to a student’s design journey. Students explore different styles of design and how culture impacts design at a global scale. Students with such global exposure stand out among other designers. This adds value to the student’s design

portfolio opening the doors for lucrative career opportunities.

A Walk Through Fashion Designing

Fashion represents the culture, trends, and norms spanning across geographical locations and time. Students of Woxsen University get extensive exposure to textiles. To get the crux of true fashion, students have visited India’s Fashion Capital Mumbai, explored the famous Pochampally Fabric at Pochampally, and gained a deep understanding





of the sustainable process of block printing, block making, and Gota Patti work of Rajasthan at Jaipur. These educational trips give them a comprehensive understanding of fashion.

With a deep understanding of clothing and accessories across regions of Woxsen fashion design students are equipped to present their innovation through exceptional aesthetics.

The curriculum of the Fashion Design program encompasses a comprehensive array of subjects, including material exploration, fashion illustration, garment construction, styling, and quality control.

Career Paths After Fashion Designing

- ❖ Textile designer
- ❖ Fashion Marketing Manager
- ❖ Art director
- ❖ Fashion Journalist

Producing Industrial Designers

Industrial Design presents itself as a perfect option for merging creativity and practicality. It is truly an art that defines the form and features of a product. At Woxsen University, Industrial Design students benefit from guest lectures and site visits aimed at refining their talents and maximizing their potential.

They gain valuable industry insights from esteemed experts like Prof. Jr Neville Songwe, Professor of Industrial Design at Savannah College of Art & Design, through engaging guest lectures. Equally enriching are the site visits, where students have recently explored the Bengaluru Palace to understand the interplay between culture, technology, and science. Additionally, their visit to the Visvesvaraya Industrial & Technological Museum has provided deeper insights into transforming ideas into tangible structures.



The Industrial Design curriculum covers a diverse range of subjects, including Ergonomics and Anthropometry, Product Styling, Brand Management, Design Entrepreneurship, and more. This innovative blend of classroom learning and practical experiences serves as the formula for a successful career.

Career Paths After Industrial Designing

- ❖ Industrial Designer
- ❖ Automobile Designer
- ❖ Product Developer
- ❖ Packaging Designer

Inside Interior Designing

Interior Design exceeds mere decoration; it involves defining spaces functionally while

adhering to plumbing and electrical regulations. Interior Designers also create ambiance within a space through the aesthetic use of colors and innovative styling.

As a part of Woxsen's applied learning approach, students of Interior Design visited The Salar Jung Museum and toured through premium furniture design stores across Hyderabad. Students are trained to use advanced 3D Visualization tools and techniques to design their projects. They also get opportunities to visit exhibitions like Infrastructure Development Architecture Construction IDAC 2024 which aids them to gain knowledge from real market scenarios.

The study of Interior design at Woxsen involves an understanding of subjects like Furniture design, Interior Lighting Design, Interior Landscape, Signage & Graphics, Psychology of Space, Behavioural Science, and more.





Career Paths After Interior Designing

- ❖ Production Designer
- ❖ Design Consultant
- ❖ Interior Decorator
- ❖ Furniture Designer

Crafting Communication Design

Communication Design utilizes the power of media and technology to visually communicate and achieve significant business objectives. Communication Designers at Woxsen master applied art and visual communication. They learn to utilize diverse concepts and mediums to address targeted audiences through summer and societal internships and intensive research. Focussed Guest Lectures like that of Mr. Karthick Gurnathan, Founder of Pixl Visual Effects Studio, recently, enhanced their perspective and contributed to their job-readiness.

Communication Design students are trained in key areas of Typography, Graphic Design, Copywriting, Animation, Sound Design, Visual Effects, and more.

Career Paths After Communication Designing

1. Graphic Designer
2. Visual Designer Animators
3. Art Director
4. Game Designer

Woxsen School of Arts and Design (Placement Highlights AY 2023)

Highest CTC : 13.0 LPA
Top 20% Avg. CTC : 8.8 LPA
Average CTC : 6.2 LPA

Student Testimonial

"As a first-year student, I arrived on campus filled with a mix of apprehension and excitement. After speaking with my professors and seniors for a few days, I felt assured that this college was worth it. Its advantages include the detailed course structure, intriguing assignments, exciting activities, and friendly peers. I've been having a terrific time so far, and I want to continue having a great experience while studying at Woxsen".

- **Dedeepya Nalluri, Hyderabad**
B.Des (Hons.) - Industrial Design

Since its inception, Woxsen School of Arts and Design has been THE place for aspiring designers, providing them with a wealth of opportunities to hone their craft and bring out their talents. It has been a nurturing ground for countless students who have dared to dream big and worked tirelessly to turn their visions into reality.

The School has created a culture where boundaries are pushed beyond limits. Here, students are not just learners, they are innovators and future leaders, who set out to make their mark in the world of design.

SINCE 2003
TAXILA
BEYOND EDUCATION

TAXILA BUSINESS SCHOOL

PGDM+ Business Analytics
With Triple Specialisation

HIGHEST PLACEMENT
Rs. 28.60 LPA

AVERAGE PLACEMENT
Rs. 11.50 LPA

ADMISSION OPEN 2024-26

IIRF Ranking:

Ranked Among Top 50 Business School in India

Best Placement Award:

By ASSOCHAM from last 3 years in a row

Education Loan:

100% Education Loan Without Security

Main Recruiters:

PWC, Hindustan Unilever Ltd., S & P Global, Bosch Ltd. Asian Paints Limited, Tata Sons, Infosys Limited and more.



Batch 2021-23
Placed at
HINDUSTAH UNILEVER
Varun Nayak
From Hyderabad
B.TECH: NIT ROURKELA

Batch 2021-23
Placed at
VEDANTA
Bharat Bairagi
From Rajasthan
B.TECH: NIT SURAT

Batch 2021-23
Placed at
HINDUSTAH UNILEVER
Nipun Chaudhary
From Uttar Pradesh
B.TECH: IHM GWALIOR

Batch 2022-24
Placed at
PWC
Kamya Sethi
From Rajasthan

Batch 2022-24
Placed at
PWC
Jai Prakash
From Haryana

Batch 2022-24
Placed at
PWC
Mohit Sachdeva
From Haryana