



SOAD

SCHOOL OF ARTS & DESIGN
Woxsen University, Hyderabad, Telangana, India

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CRAFTING FUTURE





01

ABOUT US

Holistic and tranquil academic environment, spread across 200-acre campus 81 KMs away from the city of pearls, Woxsen School of Arts and Design is an inspiration to the aspiring designers. Its contribution has touched paradigm shift in the field of Arts and Design, making Woxsen University among top private universities in India with innovative, transformative curriculum for the changing society.

Woxsen School of Arts & Design drives to transform aspiring students' dreams into reality, with knowledge and skills to triumph and contribute to humanity. The school provides the opportunity to participate in foreign exchange programs, immerse themselves in different design cultures, learn from diverse design dimensions, and gain a global perspective on design. Empathy, sustainability, social entrepreneurship, education, gender-equality, and diversity are all themes that have emerged in design initiatives.

The school's state-of-the-art infrastructure enables conscientious instructors, cooperative classmates, an environment that fosters creativity, and labs that represent the cutting edge of research and development in the field of industry-aligned design. With their keen observation and creative ideas, our remarkable alumni go on to revolutionize their respective areas across the globe.

454+

**Students in graduate
degree programs**

10+

**Woxsen graduates are
entrepreneurs of startups
(since 2016)**

#2

**All India Top Pvt.
Design School***

*IIRF – Design School Ranking 2021

02

OUR VALUES

► VISION

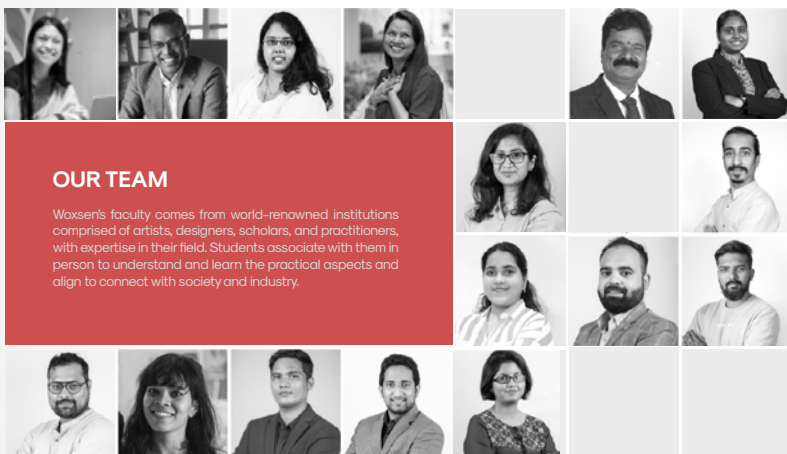
School's visions steer holistic and empathetic pedagogy education and values that imbibe inspiration to the students to entail arts and design to better the society. The inspirational pursuit kindles innovation and strategic role that leads the school to insight the perspective of time ahead global design.

► MISSION

Holistic, tranquil space of enthusiastic, futuristic, creative, innovative, entrepreneurial, it harnesses students and nurtures them as an evolving designer. Woxsen's diverse community strengthens and deepens the roots in holistic approach, optimism, and to work in timeline with the changing time and society.

► ACADEMICS

Woxsen transcends the conventional curricula, with strategic content delivery, that is truly heterodox, even iconoclastic. We offer graduate degree courses in Interior Design, Fashion Design, Industrial Design, and Communication Design.



OUR TEAM

Woxsen's faculty comes from world-renowned institutions comprised of artists, designers, scholars, and practitioners, with expertise in their field. Students associate with them in person to understand and learn the practical aspects and align to connect with society and industry.

03

FOUNDATION

"WHERE CREATIVITY
TAKES ROOT AND FLOURISHES
NURTURING
DESIGN STUDENTS'
SKILLS AND IMAGINATION."



SOCIAL IMMERSION PROJECT

"In order for a design to have meaning or relevance for the people a designer needs to study the socio-cultural, moral, ethical and physical environment in which it must operate."

Social Immersion Design Project at Woxsen Campus

This is the premise of the Social Immersion project where each one of the students has spent one entire exhaustive week, in an urban Woxsen campus set up studying and building connections with people, spaces, and the environment. It was achieved through experiential mapping, landmark identification, activities documentation, and understanding of systems and subsystems.

1. Project on - Sensory Mapping of Emotions



2. Project - Nature and Sustainability



MATERIAL EXPLORATION

The material exploration module allows the students to develop a keen sense of understanding the intrinsic and tactile properties of specific materials and discover new possibilities through exploring diversity of materials. In this module, students develop the skills to manipulate the material physically and create the product with a pleasing aesthetic sense. The entire process includes the traditional manual methods and modern mass manufacturing of various materials, which helps the students gain industrial experience and develop effective practical designs. Relationships, attachment, and connectivity are a designer's finest qualities.

Concept name: Scoobi Doobi Sea Horse
Created by : Anuradha J



METAL SCRAP SCULPTURE

We were given iron scraps to create our scrap sculpture. This is a seahorse made out of iron which can be used as a chandelier.

Inspiration



Iteration



TECHNICAL DRAWINGS



MATERIAL USED

The materials that I chose to make my product was made out of scrap metal like light and the clock. All materials were cleaned and they have given around drafts. They were clearly washed before working with them.

PROCESS

The gears were cut into half to make the body of the seahorse and the other half was used. The tail of the sea horse. All the parts were put together with the help of welding followed by the eyes and mouth for which I used a spring shaped metal and a bolt.



Student Name : Anuradha J

Section : Design

©Design Foundation - 2022-23

Concept name: Iron Hawk
Created by : Sreemathi M







▲ Concept: Myself Me I | Shadow
Featured by : Poshitha Rajeswari



▲ Concept: I Me Myself | Talon
Featured by : Kavin Kamalakkannan



▲ Concept: Confluence | Eclipse
Featured by : Poshitha Rajeswari & Kavin Kamalakkannan



▼ Concept: The Indo-Egyptian King
Featured by : Rahul Vinod

The photography course in a Bachelor of Design program combines theoretical knowledge with practical skills, aiming to develop students into well-rounded photographers with a deep understanding of the medium.

This module aims to equip students with the knowledge, technical skills, and artistic sensibility required to pursue a career in photography. The module would begin with an introduction to the history and evolution of photography as an art form and a means of visual communication. Students will learn about the pioneers of photography, composition, significance of colors, frames, influential photographers, and significant developments in the field.



04

INTERIOR
DESIGN

SHAPING SPACES,
CREATING EXPERIENCES,
& TRANSFORMING
ENVIRONMENTS WITH
IMAGINATION &
INNOVATION.†



BAMBOO WORKSHOP

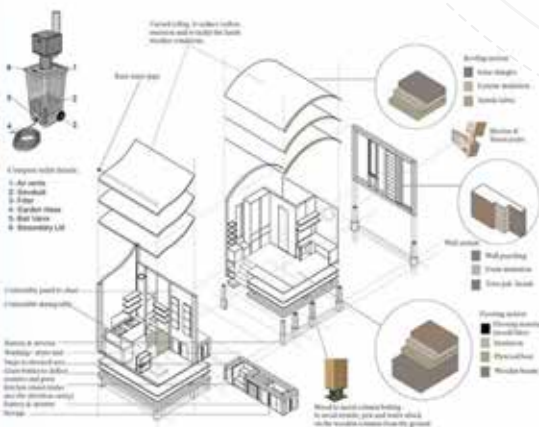
A collaborative effort between Woxsen University, Bambooru, and CGBMT. The workshop was focused on joineries, and the students worked together to create ten different pieces of furniture and accessories using bamboo.



MASTERING RENDERS

इशान्करे

There are 3 studies about the effect of the 50-hour National Commission on Teacher Education (NCTE) requirement on the quality of the teaching force. The first study (Hanushek and Kain, 1997) found that the 50-hour requirement had no effect on the quality of the teaching force. The second study (Hanushek and Kain, 1997) found that the 50-hour requirement had a negative effect on the quality of the teaching force. The third study (Hanushek and Kain, 1997) found that the 50-hour requirement had a positive effect on the quality of the teaching force.



TRANSLATION OF IDEAS

The idea is inspired from the shafts of moats which typically last in wet and marshy lands. The big shafts act as a home for the moats, and are carried by them wherever they go. The shafts help protect the moats from harsh-weather conditions as well as the overhanging atmosphere.



KEY FEATURES



STRUCTURE DERIVATION

The structure is inspired from the traditional architecture practiced by the East where North East India houses are built on a raised platform by collection of the natural tree trunks as a protection from predators. The current design releases the spirit of the traditional building to have a more prominent.



FURNITURE - WINGS ON WHEELS

The multifunctional potability light incorporated in the living room was made handy and serves as a prototype to understand the concepts and realization required to make a furniture which is used in a total space area.



PLANE FLOOR AREA AND SUB. (CONT'D)



SECTIONS



ASTROPHYSICS



0000-0001-9140-4000



L. JAMES ARNONE





The Interior Design Studio Project is an immersive and hands-on experience that allows students to apply their knowledge and skills in real-world design scenarios. This project offers a dynamic learning environment where students can explore the principles of interior design, develop their creativity, and hone their problem-solving abilities. Working on a studio project, students collaborate in teams or individually to conceptualize, plan, and execute designs for various interior spaces such as residential, commercial, hospitality, or institutional settings. They engage in activities like space planning, furniture selection, material sourcing, color palette development, lighting design, and creating mood boards. The project encourages students to consider aspects such as functionality, aesthetics, sustainability, and user experience, enabling them to create impactful and well-rounded interior designs. Through this experiential learning opportunity, students gain practical insights, build their portfolios, and develop the skills necessary to excel in the dynamic field of interior design.

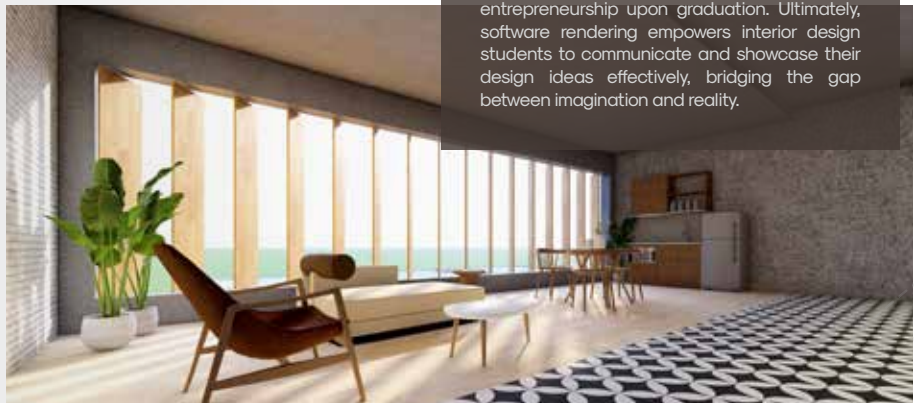
DESIGN STUDIO

2019 batch , students were given design project of designing theme restaurant by faculty space of café is 2000 sqft understanding theme evolution of theme to design involved process of understanding and executing the client requirement and satisfying their needs according to brief and presenting to client . Aanya explored the concept of contemporary style and used neutral color to explore the options and presented.

SOFTWARE RENDERS



Software rendering is an invaluable tool for interior design students, offering them the ability to bring their creative visions to life in a virtual environment. With software rendering, students can create highly realistic and detailed 3D visualizations of their design concepts, allowing them to accurately convey their ideas to clients, instructors, and peers. By utilizing software rendering techniques, students can experiment with different materials, colors, lighting scenarios, and spatial arrangements, gaining a deeper understanding of how these elements interact within a given space. The ability to visualize their designs in a virtual setting enhances the design process, enabling students to make informed decisions, iterate quickly, and refine their concepts before implementation. Furthermore, software rendering equips interior design students with essential technical skills, preparing them for industry-standard software platforms and enhancing their employability & entrepreneurship upon graduation. Ultimately, software rendering empowers interior design students to communicate and showcase their design ideas effectively, bridging the gap between imagination and reality.



05

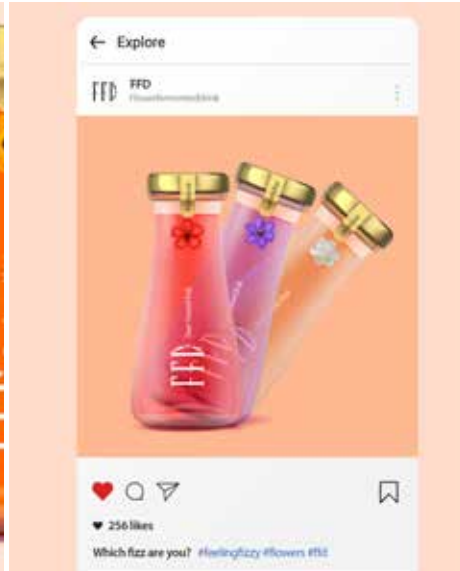
**VISUAL
COMMUNICATION**

THE LANGUAGE OF
CREATIVITY, EMPOWERING
DESIGNERS TO SPEAK VOLUMES
THROUGH VISUALS
AND CAPTIVATE THE WORLD."



BRANDING

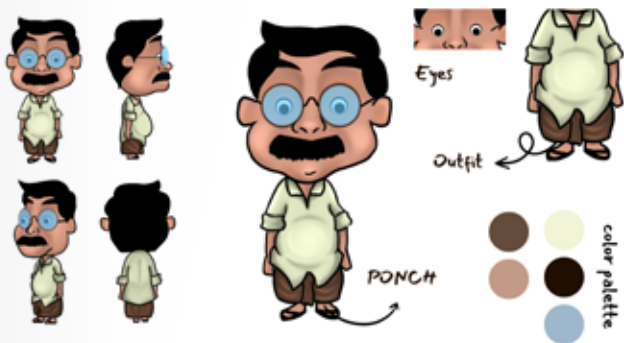
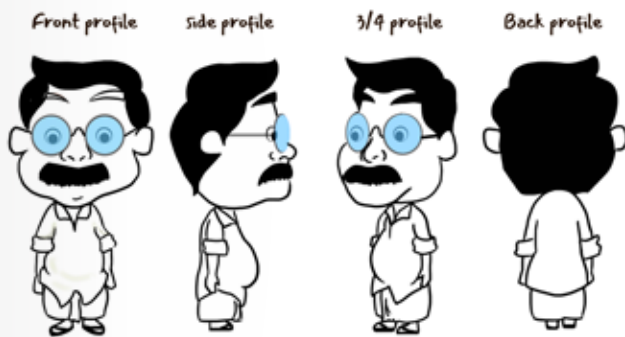
The students are taught about what are the tangible and intangible identity of the company. How they can build the brand based on the brand philosophy, mission, and vision. The attributes, tonality of the brand with marketing and Advertising strategies.



CHARACTER DESIGN

The course focuses mainly on the character's personality to develop a visual idea of the character's physical features. Learn to create model sheets and expression sheets that will help students be consistent with the appearance of the characters. This will enhance the application in Game, NFTs, Artwork Development etc.







Drawing

Drawing plays a pivotal role in the education of Visual Communication students, serving as a fundamental skill that underpins their creative journey & concept creation. Through drawing, students learn to observe, interpret, and translate ideas into visual representations. It hones their ability to capture and communicate concepts, emotions, and narratives with precision and clarity. Whether through traditional mediums or digital tools, drawing empowers Visual Communication students to explore a wide range of techniques, from sketching and storyboarding to typography and character design. It enhances their understanding of composition, proportion, perspective, and color theory, enabling them to create visually compelling and engaging designs. Drawing also fosters creativity, allowing students to express their unique perspectives and experiment with different styles and approaches. As Visual Communication professionals, these students carry forward the art of drawing, utilizing it as a powerful tool to visually communicate ideas and connect with audiences across various media platforms.

TYPOGRAPHY

Students of Communication Design learn about Expressive typography that is goes considerably beyond than what we would typically see in everyday typography in fusing the use of type with visual communication. Fully embracing its status as a highly visual medium, type does so itself. Consider it as type that transmits ideas in addition to words with a strong visual representation.

Design by: Anandan





06

PRODUCT DESIGN

WHERE IDEAS
TAKE SHAPE, BLENDING FORM
& FUNCTION TO CREATE
MEANINGFUL SOLUTIONS
THAT ENHANCE LIVES."

The Product Design Department at SOAD, Woxsen University partnered with the MBA/BBA department at PUCPR-Brazil for an intensive 3-week course on "Human Centered Design" under COE-Ethics, Responsibility, and Sustainability. The project brief focused on collaborating with local rag-picking communities to develop solutions to improve their lives. Through comprehensive field and literature research, the groups explored upcycling and value creation for stakeholders. They aimed to create practical, sustainable solutions that empower the communities while promoting environmental & social responsibilities.

PROJECT - MARS ROVER

Red Voyager is an advanced vehicle specifically engineered for luxury tours across partially colonized Mars in the year 2100. This autonomous off-road tourer is meticulously designed to navigate the harsh and unforgiving Martian environment.



Its primary function is to provide an exclusive chauffeur-driven experience for affluent individuals who seek a remarkable vacation on Mars. Equipped with various life-support systems, including water tanks, 3D-printed food, and a cutting-edge device that converts atmospheric CO₂ into breathable oxygen, the Voyager ensures the comfort and safety of its passengers. Additionally, the vehicle features UV-protected windows and a pressurized interior to shield travellers from harsh Martian conditions.

HERMES-X30: AN ELECTRIC BIKE DRAWS INSPIRATION FROM JOHN WICK



Drawing influence from the aesthetics of the Cyberpunk 2077 video game, Ravichandra Madhavarapu designed 'Hermes-X30', a futuristic electric motorcycle concept with a bold geometric look. The cafe racer features a striking design with a flat saddle, and a rectangular body, while the beamers have a subdued filter on them to portray a grim look. The result is a cyberpunk bobber with a grunge character that matches Keanu Reeve's strong persona perfectly.

PROJECT - BAND

"Band" is a remarkable short film crafted by Abhinav Kolla (PD-2019) as his culminating graduation project. Breaking new ground, it stands as India's pioneering film created entirely with traditional Kondapalli toys. This captivating movie embarks on a journey to rekindle the cherished delight of engaging with authentic Indian toys, reigniting a sense of nostalgia and cultural appreciation. Through artful storytelling and visual aesthetics, "Band" teleports viewers to a realm where traditional toys come alive, offering a heartfelt tribute to the rich heritage and joyous experiences of playing with these timeless treasures.



07

FASHION DESIGN

UNLEASHING
CREATIVE EXPRESSION,
CRAFTING STYLES
THAT DEFINE PERSONALITIES
& INSPIRE THE RUNWAYS
OF TOMORROW.



FASHION ILLUSTRATION

introducing a fresh and new perspective towards understanding the art of fashion illustration.

Starting to draw from A4 size sheet to 5 feet illustration to the 15 feet illustration created visual understanding about scale, proportion, colours & mediums used for rendering, garment and style, and the overall approach towards the creation of traditional hand illustrations.



EXPLORING PRINTING TECHNIQUES



"Textile surface design and Finishes" courses, the students are exposed to the science, process and techniques of dye making, various printing mediums and printing techniques like:

Block printing, Stencil printing, Tie and dyeing, Batik printing and Eco-dyeing with natural organic materials like onion skin, marigold flower petals, coffee powder and Henna powder.



PANACHE



Navya Naveli Rai, Meghna Patra, Abhinav Kolla | FD 19

A masterpiece of design fashion and styling, bringing together the Gen'Z and the traditional Handloom of Telangana. An award winning project from NIFT Hackathon 2022 by the students of Fashion Design department.

DESIGN PROJECT

LUCK-NOW

Gorgeous Organza Ghararas and Shararas; paired with traditional chikankari work crop tops, and jumpsuits that tell tales of the vibrant Nawabi culture and lifestyle; topped of with Jackets, zipper ponchos, and coats- all adorned with modern Silver thread Chikankari embroidery, in a grey world of automation through modern pret-e-porter.

The ensemble consists of a gharara, a sheer poncho-like jacket embellished with hand-done silver chikankari and a backless chikankari top.

Shravanthi Polavarapu | FD 24



DESIGN PROCESS

Fashion Design Lab is a dynamic and vibrant space where the art of fashion is explored and celebrated. It is a place where the skills of stitching, draping, pattern making, and garment construction intertwine, allowing designers to unleash their creativity and create unique, stylish, and meticulously crafted garments.



08

HIGHLIGHTS

► INTERNATIONALIZATION

Anna, an international exchange student from Russia, joined the Communication Design Programme and completed an entire semester. In partnership with the business students from PUCPR, Brazil, design students completed a three-week-long project known as the Business Tournament.

Experience Design Project - Through understanding the need of Evolving Design Practice — A two-week intensive course on service design, AI, and reflective sustainable design practice was planned by Dr. Pontus Warnestal.

Focusing on: What is role as a designer? What kind of contribution and what sort of organization would design work for? What unique experiences can designers bring using AI?

Successful establishment of two major Industry Standard Labs, Catherine Harper's Textile Lab and Margaret Bishop Lab, equipped with all High end machines as well as Traditional Looms, to give our students a hands on experience with practical learning.



► RESEARCH



Anvitha Bandi
B.Des - Visual Communication
(2021-25) Candidate



Keerthi Adimoolam
B.Des - Visual Communication
(2021-25) Candidate



Akanksha Divir
B.Des - Visual Communication
(2021-25) Candidate



Anushka Prasad
B.Des - Visual Communication
(2021-25) Candidate

Journal Name: **International Journal for Innovative Research in Multidisciplinary Field (IJRMF)**

Paper Title: Impact of Fast Fashion on Sustainability:
An SLR

Student's Name: 1. Keerthi Adimoolam, 2. Anvitha Bandi, 3. Anushka Prasad, 4. Akanksha Divir
Batch: IIInd Year Visual Communication students (2021-2025), SOA&D

Journal Name: "Naad- Nartan Journal of Dance and Music", UGC CARE Listed Journal

Paper Title: EFFECTS OF MUSIC THERAPY ON DEPRESSION, ANXIETY, MENTAL ILLNESS

Student's Name: 1. Mayank, 2. Rishikesh, 3. Sankshita, 4. Reethika, 5. Mrunal

Batch: IIInd Year Visual Communication students (2021-2025), SOA&D



Vidita Ninan
B.Des - Visual Communication
(2021-25) Candidate



Samuel Stanley
B.Des - Visual Communication
(2021-25) Candidate



Aditi Gollapudi
B.Des - Visual Communication
(2021-25) Candidate



Anika Nandedkar
B.Des - Visual Communication
(2021-25) Candidate



Vaishnavi Muthyampet
B.Des - Visual Communication
(2021-25) Candidate

Journal Name: **International Journal of Novel Research And Development (IJNRD)**

Paper Title: CONVERSION OF NOVELS TO DIFFERENT MEDIUMS

Student's Name: 1. Aditi Gollapudi, 2. Samuel Stanley, 3. Vidita Ninan, 4. Anika Nandedkar, 5. Vaishnavi Muthyampet,
Batch: IIInd Year Visual Communication students (2021-2025), SOA&D.

Faculty Mentor: Prof. Sujeevan Kumar Bullard, Prof. Chaitnya S

> ENTREPRENEURSHIP



Start Up – Hex Heaven, Siddharth Ponangi

"Music Producer platform providing 1-0-1 lessons and courses from industry professionals. We help beginners connect and sign with their dream record labels while preventing years of trial and error"

The product developed by Sidhartha Pathi (PD-2019) student, for an IIT Hyderabad startup and was featured on the local news channel, is also being registered for patent and design registration.



> CORPORATE ALIGNMENT

LVprasad MOU

We have signed MOUs with leaders in the field such as Mr. Munwar Khan, Oppo Design Head, Richa Gautam, Creative Head, and Arvind Mills, as a Professor of Practice. We have MOUs in place with organisations like the L V Prasad Eye Hospital in Hyderabad so that our students would handle problems in the real world. The workshop focused on "how to improve the perceived value of the material to its target users and what feel it should inculcate while seeing, using the product"

Students of Fashion Design have participating In **MOOD INDIGO** fashion design competition by IIT Mumbai and secured 5th rank. **TSIC T'Hub Packaging Project Redesigning O2 spa app.**





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