



# SOAD DOSSIER

... a walk through

SCHOOL OF ARTS & DESIGN | WOXSEN UNIVERSITY





# ...INSIDE insights

... about

... mission & vision

... from the desk

... departments (d'tour)

... DECODING DESIGN (foundation)

... THE WARDROBE WIZARD (fashion design)

... THE SHAPE SPACE (interior design)

... PIXEL BY PIXEL (communication design)

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# ...ABOUT

Nestled amidst serene landscapes and spanning a sprawling 200-acre canvas, Woxsen School of Arts and Design stands as a beacon of passion for Design Education, Industry Academia linkage, and Sustainability. Situated 81 kilometers away from the bustling metropolis of pearls, this institution ignites the flames of inspiration within aspiring designers. With its unwavering commitment, Woxsen has orchestrated a paradigm shift in the realms of Arts and Design, elevating itself among the premier private universities in India.

At Woxsen, the ethos is not just about imparting knowledge but about nurturing dreams into tangible realities. Through an innovative and transformative curriculum, students are equipped not only with skills but with a profound understanding of their societal impact. The school serves as a gateway to a global design landscape, fostering cross-cultural exchanges and imbuing students with a holistic perspective. Themes of empathy, sustainability, and social entrepreneurship are interwoven into the very fabric of learning, shaping compassionate and socially conscious designers.

With state-of-the-art infrastructure at their disposal, students are provided with an environment conducive to exploration and innovation. Collaborative endeavors with conscientious instructors and like-minded peers fuel creative expression, while cutting-edge labs pave the way for groundbreaking research and development. The ripple effects of Woxsen's educational philosophy are felt far and wide, as alumni trailblazers carve their mark across the global design arena.

In essence, Woxsen School of Arts and Design isn't just a place of learning; it's a crucible where passion meets purpose, where creativity intertwines with conscience, and where the seeds of change are sown to flourish into a brighter, more sustainable future for all.



3<sup>rd</sup> Convocation

MANAGE



## ...VISION

The 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

Woxsen continues to showcase a world class space of enthusiastic, futuristic, creative, innovative leaders, harnesses entrepreneurial skills and nurtures students to be successful designers. 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. Offering graduate degree courses in interior design, fashion design, industrial design, and communication design.

## ...MENTORS

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

**IDA 2023 Award - 'Nurturing Students & Faculty Wellbeing'**

**454+** Students in graduate degree programs

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

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

**#2** IIRF – Design School Ranking 2024







## ...FROM THE DESK

Welcome to the vibrant world of the School of Arts & Design at Woxsen University Pioneers, where creativity knows no bounds and imagination takes flight! As you leaf through these pages, we invite you to embark on a journey with us—one defined by empathy, collaboration, ownership, trust, and respect.

Here, we believe in the power of the creative process, where every stroke of the brush, every line of code, and every design concept is born from a place of deep understanding and empathy for the world around us. Our approach is not just about creating beautiful designs; it's about creating meaningful experiences that leave a lasting impact.

At Woxsen, we nurture dreamers who dare to dream big, innovators who thrive on collaboration, and leaders who take ownership of their vision. We emphasize the art of listening, recognizing that true creativity stems from a place of understanding and openness to new ideas.

Our commitment to holistic and sustainable design education is woven into the fabric of everything we do. We believe that design is not just about aesthetics; it's about creating solutions that are ethical, responsible, and enduring.

Join us in reimagining the future of design. Together, let's create a world where creativity knows no bounds and design is a force for positive change.

With creative fervour and boundless inspiration.

**School Of Arts & Design**  
**Woxsen University**



## ...DEPARTMENTS

A beacon for aspiring artists and designers, the school is a melting pot of diverse talents and ideas. Its state-of-the-art facilities and experienced faculty foster a dynamic learning environment where students are encouraged to push the boundaries of conventional artistry. Here, imagination knows no bounds, and every stroke of the brush or click of the camera lens is a step towards artistic excellence.



## ...DECODING DESIGN

The Foundation Design fostering the growth and blossoming of creativity. It is a nurturing environment that cultivates the skills and imagination of design students, providing them with the tools and support to thrive in their creative pursuits.

# ...THE WARDROBE WIZARDS

Fashion Design Department unleashes boundless creative expression, shaping styles that not only define personalities but also inspire the future runways. We empower designers to push boundaries, create trends, and leave a mark on the fashion world with their innovative and unique visions.





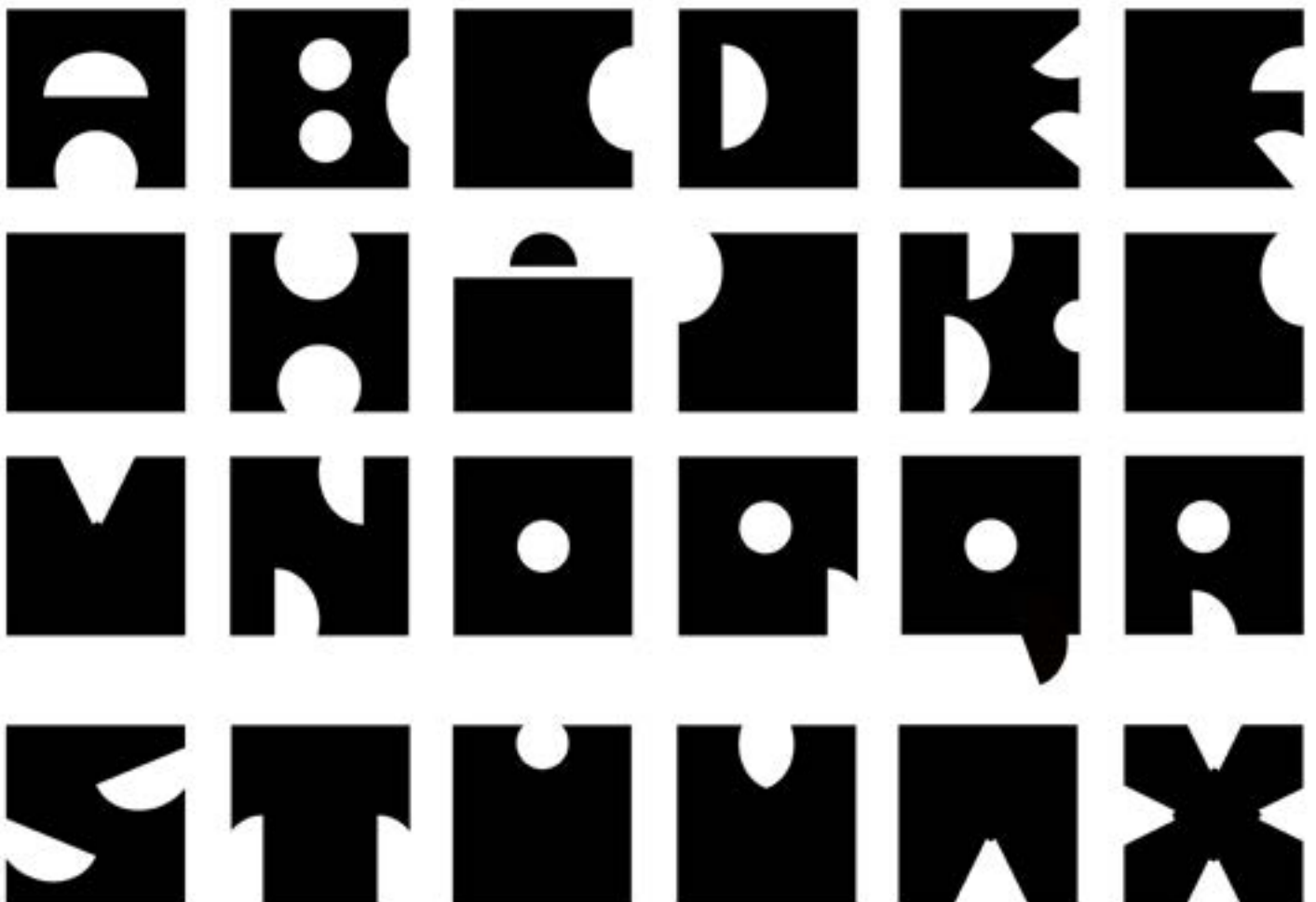
## ...THE SHAPE SPACE

The Interior Design Department committed to reshaping spaces, crafting memorable experiences, and revolutionizing environments with imaginative and innovative approaches. Our aim is to redefine spaces, establishing dynamic and inspiring settings that deeply resonate with their inhabitants, leaving a lasting impression.



# ...PIXEL BY PIXEL

The Communication Design Department, an embodiment of creativity's language, empowering designers to communicate volumes through visuals, captivating audiences worldwide. We equip designers with the skills to visually articulate ideas, emotions, and messages, enabling them to make a profound impact through their work..



# ...FROM PRODUCT TO PASSION

The Industrial Design department where ideas materialize, seamlessly blending form and function to craft meaningful solutions that enrich lives. We are dedicated to creating products that not only serve a purpose but also evoke emotion and enhance the daily experiences of individuals around the world.



# UNIVERSITY PILLARS

PILLAR  
01

## INTERNATIONALISATION

One international faculty per semester/term + international projects with foreign partners/corporates.



PILLAR  
02

## RESEARCH

Output per student as graduating criteria.



PILLAR  
03

## ENTREPRENEURSHIP

Modules in all programs and linked to Trade Tower and COE activities.



PILLAR  
04

## CORPORATE ALIGNMENT

Joint delivery, joint projects, industry live projects, etc.



PILLAR  
05

## ERS

Social internship/CSR projects within the curriculum.





# **CORPORATE ALIGNMENT**

**CORPORATE MoU's**

**#12**

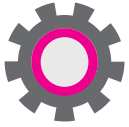
**GOVERNMENT MoU's**

**#4**

**INTERNATIONAL MoU's**

**#9**





## Industrial Design

Micromobility, System Design thinking, Waste Upcycling , Speculative Design



## Communication Design

Ui/UX, Graphic Design(Brand identity/ Packaging Design), Visual Storytelling, Immersive Tech



## Fashion Design

Circular fashion, Fashion Tech, Adaptive Fashion, World of Wearables, Inclusive Fashion

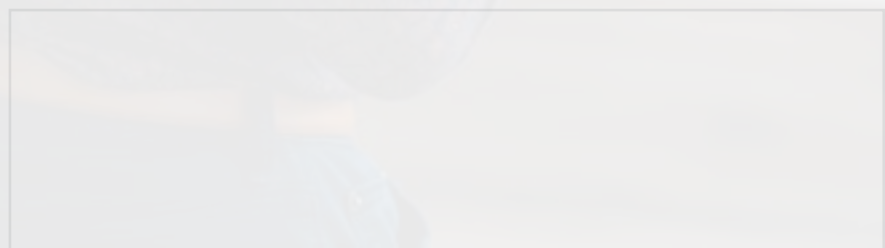


## Interior Design

Space Design and planning, Furniture Design, Barrier free environment , Photogrammetry and 3d visualization, Mixed reality for space design, Contemporary application of crafts for Interior Design, visualization ( google sketchup, Autocad, Nscape, Lumion, 3ds Max, Unreal)



# ...GOAL CONVERGENCE



# ...CENTRE FOR LEARNING DESIGN

The Centre for Learning Design (CLD) is a joint venture of Woxsen University's School of Arts and Design and Ding Learning, UK. Co-founded by Dr. Tony Reeves, a senior learning designer, CLD aims to enhance the learning experience in higher education by applying learning design principles. Through FDPs employing active learning strategies, research and produce meaningful content to aid learners and facilitators. CLD has successfully delivered tailored learning solutions to leading universities in India.





# ...CENTRE FOR VISUAL STORYTELLING

The Visual Storytelling Centre (VSC) is a collaborative effort between Woxsen University's School of Arts and Design and the Visual Storytelling Institute, USA, co-founded by Mr. Shlomi Ron, CEO of the Visual Storytelling Institute. VSC provides courses in visual storytelling to diverse stakeholders, fostering empathy across audiences ranging from students to corporate leaders and educators. Additionally, VSC research to explore evolving narrative forms that shape the complexities around the individual to the community level.

# ...CENTRE FOR DESIGN RESEARCH

## Joint research programs with Esteemed Organizations

INDQ, LV Prasad, Nayasa/Intellisoft, AI-CCMB, NEER, Terra Policy, Birmingham City university , Scopik, Pixl Visual FX

## Industry Academia Projects

YULU, Microsoft, T-works, CARE USA, MyUDAAN, JCORK, DIA-DRDO, Mahindra & Mahindra, Maruti Suzuki, Hero, Ultraviolette, Nykaa, Arvind Lifestyle , Aditya Birla, Bewakoof, Renault, IBA crafts, Kosha, Pix





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UDAN  
People Mobility Solutions

T-WORKS

T-WORKS



Mahindra  
&  
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NAYASA



RENAULT

KOSHA

KOSHA

Microsoft



Indianbeautifullart

MARUTI  
SUZUKI

ULTRAVIOLETTE

Hero

PiXL  
partners in excellence

yulu

# Kaleido

## Film Festival

Unveiling Perspectives through Visual Storytelling

A vibrant celebration of visual storytelling and cinematic expression hosted by the Communication Design Department. This groundbreaking event set itself to illuminate the campus with the magic of cinema, fostering a deeper understanding of the power that films hold in our lives.







## Valorant Gaming Tournament

In Association With Skoar (A Part Of Digit.In)

The event turned out to be a testament to Woxsen University's commitment to providing its students with a holistic and well-rounded education. The University recognizes that gaming is not just a leisure activity but a serious sport that requires skill, dedication, and teamwork.





**...BEYOND THE BORDERS** —

# INTERNATIONALIZATION

## STUDENT EXCHANGE

Ajman University # 5

University of Russia # 1





## International Seminar **Society & Pedagogy** (Discussing Impact of Photography)

Woxsen's International Seminar on Society and Pedagogy explores photography's multifaceted impact. Diving deep into its impact on society and education, engaging with local educators, empowering TSWRES students, forging international connections with UCA, and witnessing SONY's industry insights. All this, while collaborating across campus schools. .



A true heartwarming experience as

### **Anna Borodulina**

International Exchange student from **Prem State University, Russia** enriched Woxsen University with her presence, studying Communication Design. Her tenure exemplified a deep connection with our institution's commitment to internationalization. Engaging in rigorous academic pursuits, she immersed herself in sustainable product development through our bamboo workshop and embraced Indian culture. Anna seamlessly integrated into our community, joining field visits and forging meaningful connections. Her gratitude upon completing her program resonates deeply. We assure her that Woxsen University remains her home away from home, welcoming her to explore, learn, and evolve alongside our diverse culture and people.





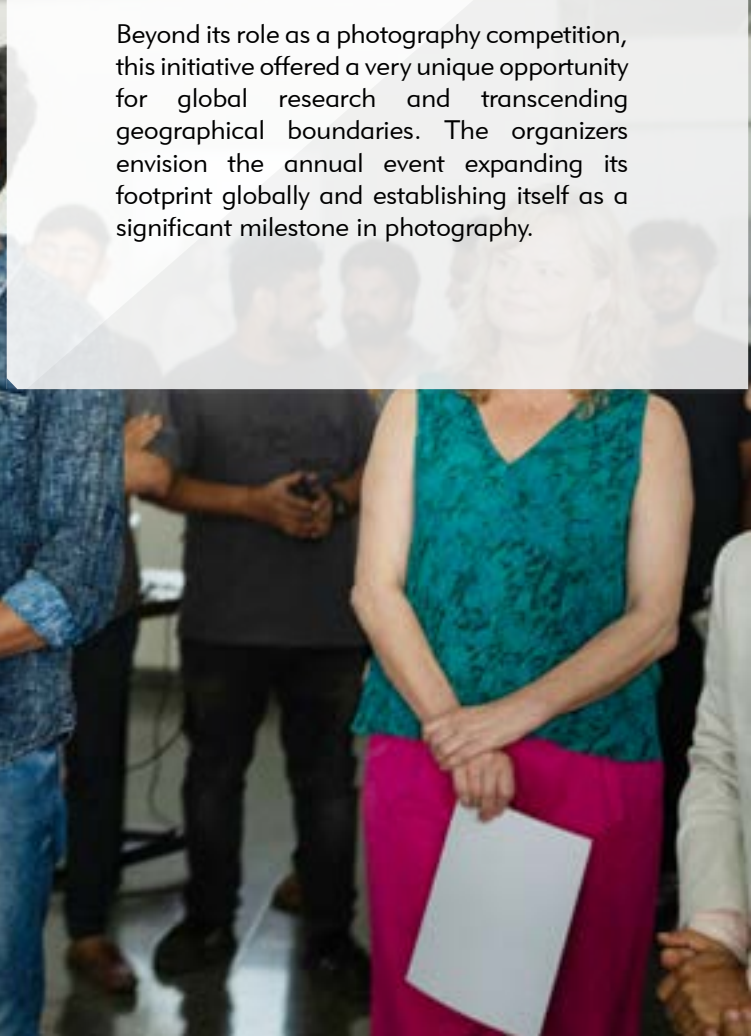
## International Photography Competition

### **Gender & Gesture**

The international photography competition, Gender & Gesture, triumphantly culminated with an exhibition- a vibrant showcase of diverse perspectives captured by talented artists from the UK and India. This event fostered cross-cultural collaboration, offering a global platform for creative expressions and using photography as a powerful social tool. Dr. Caroline Molloy extended this cultural exchange to UCA London in March 2024.



Beyond its role as a photography competition, this initiative offered a very unique opportunity for global research and transcending geographical boundaries. The organizers envision the annual event expanding its footprint globally and establishing itself as a significant milestone in photography.





## International Conference **Fashion as a Tool for Social Change (FTSC)**

The International Conference on "Fashion as a Tool for Social Change- FTSC-2023 educated the students regarding Sustainable Development in Fashion and Textile Design to celebrate the richness of cultural heritage, unlock the potential of creativity, and advance sustainable development goals through Craft and Culture and Design.

Renowned experts spark dialogue through keynote presentations and panels, while cutting-edge research, showcased in dedicated paper sessions, promises to redefine the landscape of fashion.





Global Immersion Program

## **Nanyang Technical University Singapore**

(The Future of Design Generative Design & AI)

T52 Woxsen students from the School of Arts and Design (batches 2016, 2019, 2020), were selected for the prestigious Global Immersion Project in Singapore at Nanyang Technological University.



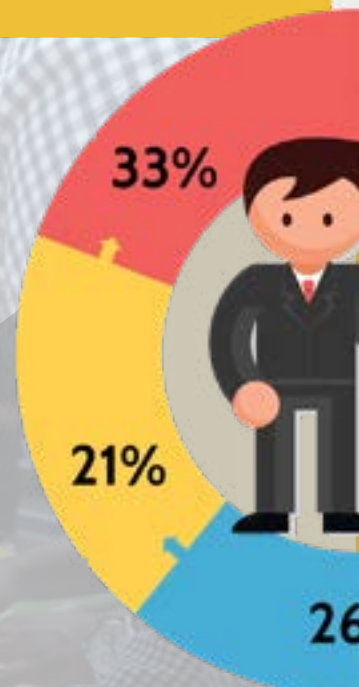




# RESEARCH

## ...CURIOSITY CRUISE

**Journals - 11**  
**Book Chapters - 03**  
**Patents - 02**  
**Books - 02**  
**Conference Presentations - 14**





ENTREPRENEURSHIP

**...TURNING  
TABLES**





## Paresh Mistry (IDD 2019)

AVISA (founded by Paresh Mistry IDD - 2019) is designing and manufacturing India's first utility scooter for street vendors. The start up is presently being incubated at TIHAN at IIT Hyderabad incubation centre. He has received a grant of 10,00,000 for AVISA.



## Divyanshu Garg (ID 2023)

### Conceptual Office Furniture for the Specially Abled

Published on Yanko Design, a renowned web publication showcasing the best contemporary international design across the spectrums of industrial design, concepts, technology, interior design, architecture, exhibition, and fashion.

For more information  
<https://lnkd.in/dJWtxAMy>



**ETHICS  
RESPONSIBILITY  
SUSTAINABILITY**

**...PAY IT FORWARD**



## CAPSTONE PROJECT

Groundbreaking in Indian design education, this project marks a unique collaboration where the industry engages with academia for comprehensive brand development. Semester 6 students have taken full ownership, crafting a lifestyle brand from inception to launch. They defined the brand's vision and mission, identified the target user, developed the value proposition, designed products and packaging, and handled branding. The campus will witness the brand's official launch, showcasing the students' end-to-end brand-building prowess.



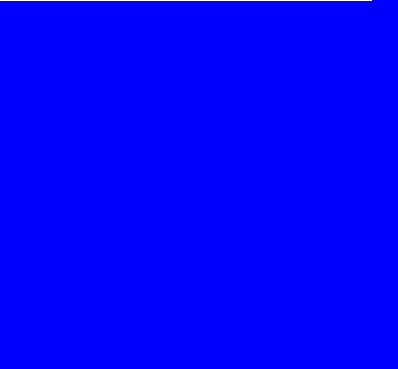
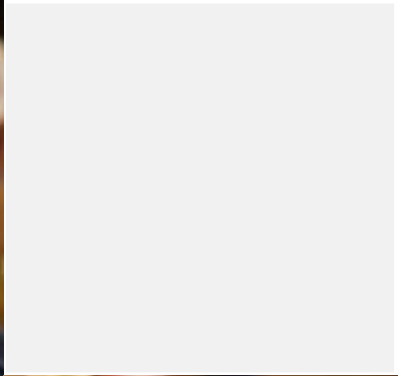
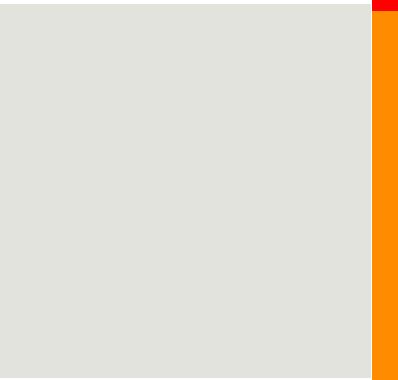
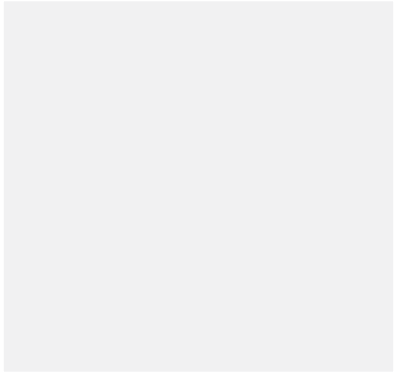
## HUMAN CENTERED DESIGN

Addressing real world problems like Disaster Management / Healthcare / Waste Management etc.) by applying human centered principles and adopting them into design translations. Collaborative Projects with Care India & T-Works.

Industry Leaders & International Professors (Visit & Interactions by - Mr. Nitin Kapoor- CEO & Co-Founder IBA Crafts, Mr. Punesh Lamba- former Group CTO, Shahi Exports, Mamta Borgoyary - CEO, FXB India Suraksha, Professor of Practice, Dr. Stephen C. Patton - Adjunct Professor, Professor Margaret Bishop, Jr. Neville Songwe - SavannahCollege of Art & Design, Prof. Andre Noguiera) Professors of Practice

Dr. Stephen C. Patton, Director South Asia and Mr. Nitin Kapoor, CEO and Co-Founder of Iba Crafts were invited to the School of Arts and Design.







## **CRAFT APPRECIATION**

**...Embracing the Cultural Heritage and Roots of Sustainable Designs**

Kalamkari workshop with Mr. Munirathnam Pujari, a Kalamkari artist from Tirupati, who has been practising for over 42 years. He has won the National Award for one of his artworks that narrates the story of Raja Harishchandra, two State awards from Tamil Nadu and Andhra Pradesh, and many other handicraft awards. He is the only artist in India who uses the shading technique for colouring in Kalamkari.





# ...EXECUTION ECHO





# SOAD DOSSIER

**... a walk through**

SCHOOL OF ARTS & DESIGN | WOXSSEN UNIVERSITY

DESIGN LEAD - VISHAKHA RAO