

NOVEMBER 2025

Monthly Newsletter



**SO
AD**

**Design
In Action**

DEAN'S MESSAGE

Design education today stands at a pivotal moment. Across the world, the role of design is expanding beyond aesthetics and product development to address complex challenges such as sustainability, technological disruption, cultural preservation, and social equity. Designers today are expected not only to create but also to think systemically, understand human behaviour, and contribute to meaningful societal transformation. At the School of Arts & Design, Woxsen University, we see this moment as an opportunity to reimagine the purpose of design education. Our academic ecosystem is intentionally designed to bridge creativity with responsibility, encouraging students to engage with real-world contexts, industry realities, and cultural narratives while developing the confidence to imagine alternative futures. India's design landscape is evolving rapidly. As the country positions itself as a global innovation hub, the demand for designers who can integrate technology, entrepreneurship, and ethical thinking has never been greater.

Design today influences everything, from digital platforms and immersive media to sustainable fashion, storytelling, and human-centred systems. Institutions that educate designers therefore carry a significant responsibility: not only to nurture creative talent but also to cultivate reflective thinkers and responsible leaders.

The work reflected in this edition of the newsletter represents our ongoing effort to build such an ecosystem - one that values interdisciplinary collaboration, global engagement, research-led inquiry, and meaningful connections with industry and society. While our perspective is global, our learning remains deeply rooted in local contexts, cultural knowledge, and community engagement. As articulated in our Vision 2030:

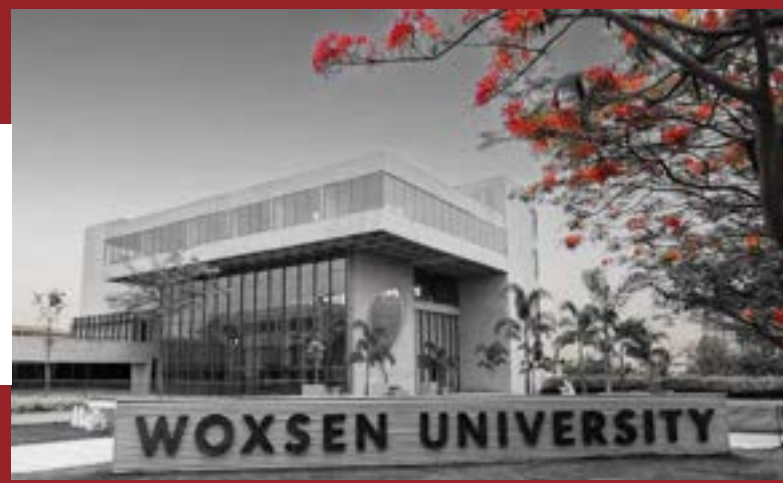
“Our Vision 2030 recognises that the next chapter of design leadership will emerge from the Global South—where creativity, cultural wisdom, and technological innovation converge to design solutions for the world’s most pressing challenges.”

This vision guides our journey forward. Our aspiration is not simply to educate designers who respond to change, but to nurture individuals who can question assumptions, challenge conventions, and design more inclusive and sustainable futures. Because ultimately, design does not merely reflect society, it has the power to reshape it.

- Dr. Adity Saxena



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Designing for the Real World Industry Dialogue, Internships & Immersive Futures

01 Nov

Batch: B.Des CD 2023-2027

Dr. Vishnu, CTO of Circulayo, and Dr. Vijay from Birmingham City University (BCU), UK, held an internship discussion session for Communication Design students Sreanth, Anji, Prajna, and Shreya. Their ongoing live project with Circulayo has now been approved for conversion into a graduation project internship beginning 1 December 2025

In addition, Dr. Vijay conducted an insightful session for B.Des Communication Design Semester VI students on the evolving landscape of the Metaverse and the transformative role of Virtual Reality (VR) and Augmented Reality (AR) in communication design.



“Design education becomes powerful when the classroom extends into industry and the latest emerging technologies”



From Studio to London 02

Communication Design students receive offers from UK based design company, securing international roles

Mayank Shah and Aakanksha Divi, Communication Design students from the 2021–2025 batch, have received placement offers from Circulayo, a UK-based company. They have been selected as a UI/UX Designer and Visual Designer respectively, with a monthly remuneration of 550 UK pounds. Their selection reflects the department’s emphasis on applied studio practice, portfolio development, and industry-aligned learning. This milestone reinforces the growing global relevance of the Communication Design program and its ability to prepare students for international professional contexts.



Can Design Change 03 conversations?

A Stop-Motion Film Showcase

The Film Screening Showcase presented student-designed and directed stop-motion animation projects developed as the final submission for the Semantics and Semiotics module. Each film critically addressed a specific social cause, demonstrating the students' ability to translate theoretical frameworks into meaningful visual narratives. Screened before faculty and students from the School of Arts & Design, the School of Liberal Arts & Humanities, and the School of Business, the works explored themes including environmental concerns, cyber manipulations, and social disparities.

28 Nov

Faculty Involved: Prof.Arun Gupta/ Dr.Divya Gauri
Organizer: Communication Design Department
Batch: B.Des CD 2025-2029
Venue: LT1

**“Design becomes powerful
when it questions the world,
not just decorates it.”**

04

Design Under Pressure The 12-Hour Canvas Challenge

The Communication Design Club hosted a 12-hour Canvas Challenge that brought together creativity, collaboration, and endurance in a full-day immersive experience. Centered around the theme “Dawn to Dusk,” the challenge invited students to interpret time, transition, and transformation through visual expression.

**Collaboration turns a blank
canvas into collective energy**

24 Nov

Communication
Design Club



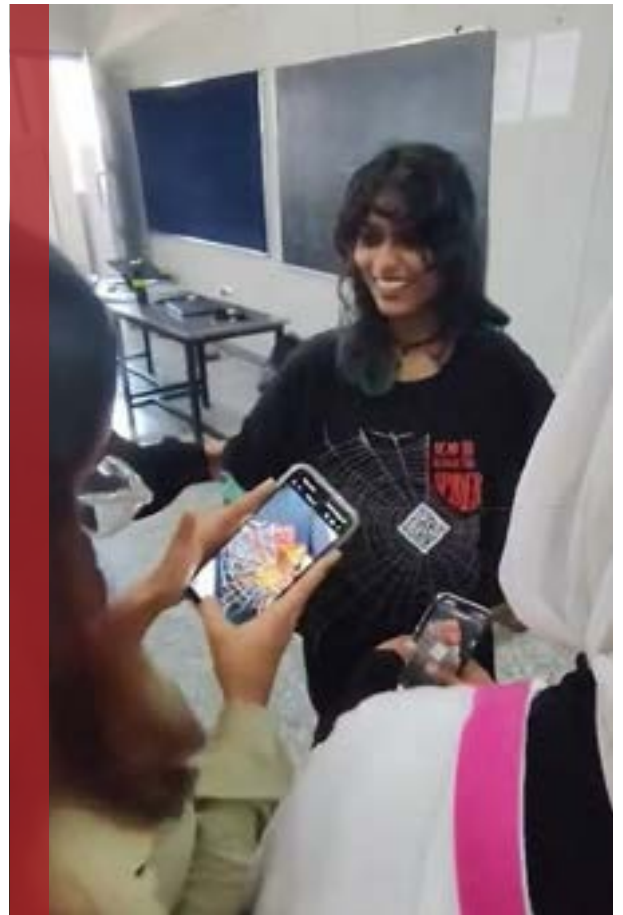
05 Master Class on Graphic Design

Designing Brands for the Hybrid World: Graphic Design in the Age of AR

Human perception is wired to respond to movement, depth, and interaction. Augmented Reality activates these instincts by layering digital information onto the physical world, creating experiences that feel immediate and participatory. In design, this transforms brand identity from a fixed composition into a living interface - one that invites users to engage rather than simply observe. A master session on “Graphic Design for Creating Brand Identities” was conducted for 4th semester Communication Design students using Augmenta World, an AR-based e-commerce platform, as a live case study. The session explored how colour, typography, and layout shape brand perception across print, web, and interactive environments. Students engaged hands-on with AR bookmarks and brochures, examining how augmented reality transforms static visuals into immersive brand experiences.

17 Nov

Faculties Involved: Prof.KamalNarayanan/ Prof. Puneeth
Batch: B.Des CD 2024-2028
Number of Students Involved: 45
Venue: D-102



“Brand identity no longer lives only on paper or screens - It lives in interaction”



International Conference

Fashion as a Tool for Social Change (FTSC 2025)

10 & 11 Nov

Faculty Involved: Dr.Sadhna & SOAD Team
Venue: Woxsen University (LT-1 & Hybrid)

172 Submissions
14 Nations
1 Shared belief

Fashion can reshape the future.

The School of Arts & Design, Woxsen University, successfully hosted the third edition of its flagship International Conference, Fashion as a Tool for Social Change (FTSC 2025), on 10–11 November 2025. Continuing the legacy of previous editions, the conference brought together academia, industry professionals, and artisan communities to explore how fashion can drive ethical impact, cultural preservation, and design-led innovation. The 2025 edition received 172 abstract submissions from 71 national and 14 international institutions, with 103 papers selected through peer review. Of these, 12 were presented offline and 91 online. Key themes included ethical design and fair labor, circular economy and material innovation, cultural sustainability, artificial intelligence in creative industries, and youth engagement through social innovation. FTSC 2025 reaffirmed Woxsen's commitment to positioning fashion not merely as an aesthetic discipline, but as a system capable of influencing environmental, social, and economic transformation.

**“Fashion today is no longer just about aesthetics
It is about ethics, sustainability,
and systems thinking.”**

Keynote Speakers



Dr. Catherine Harper

Pro Vice Chancellor (Education),
The British University in Egypt, Cairo
Chair Professor of Design, Woxsen University,
Hyderabad, India, Academic Advisory Board,
Cindreby School of Design, India,
Board of Directors, Institute for Educational
& Social Equity



Dr. Madhusudan Pai

Director, CoEs, FDOI, India,
Scientist -G, DIPAS, DRDO, Delhi



Kaustav Sengupta

Insights - Value's Trust Research and
Forecasting, E-Commerce
Chairperson



Designing for the Stage

When Costume Becomes Character 07

National Award-winning costume designer Dolly Ahluwalia guides Fashion Design students through the art of storytelling for stage and the screen.

The Fashion Design Department partnered with the Qadir Ali Baig Theatre Festival to host a special industry workshop on Costume Designing for Stage & Screen for Semester VI students. The session was conducted by National Award-winning costume designer Ms. Dolly Ahluwalia, who introduced students to the foundations of costume design across theatre and film. Through live demonstrations and professional insights, students explored character study, script interpretation, period research, fabric sensibility, and the practical challenges of designing for movement and performance.

The workshop emphasized how costume shapes narrative, mood, and visual authenticity in stage and screen productions. Students gained clarity on translating conceptual ideas into performance-ready designs, while understanding real-world industry practices such as research methodologies, material selection, and construction techniques. The session provided valuable exposure to professional expectations in performing arts design, preparing students for



08 Nov

Batch: 2023 - 2027

Number of Students:42

“A costume doesn’t dress a character - it reveals one”



08

Cross-Semester Peer Learning Session

Semester VI students presented ongoing Human-Centered Design projects to Semester IV, strengthening cross-batch collaboration.

28 Nov

Batch: 2023-27 and 2024-28

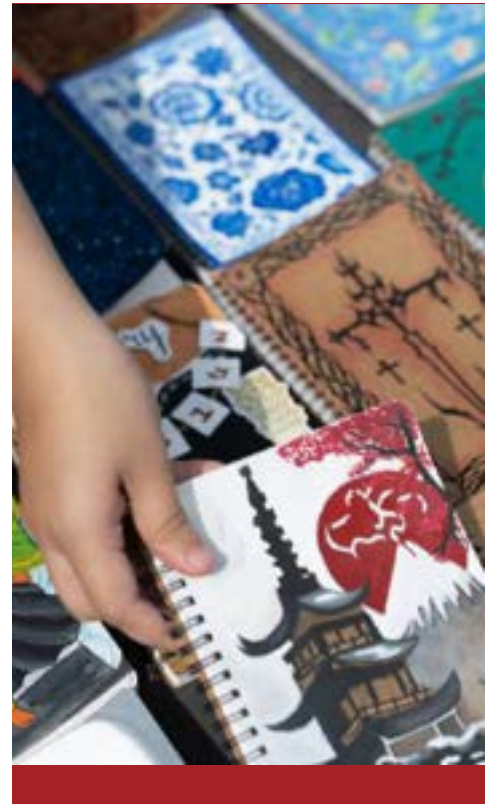
Understanding History Through Making

07 Nov

Foundation students transformed research on global design history into tangible artefacts. From journals & models to museum-inspired exhibits.

The History of Design exhibition marked the culmination of students' exploration of global and Indian art and design traditions. Through design journals, 3D models, paintings, and crafted artefacts such as book covers, freeze magnets, and bookmarks, students translated research into visual expression. Their work reflected careful inquiry, strong visual interpretation, and the ability to convert theoretical knowledge into material outcomes. Insights gathered during field visits—including observations from the Salar Jung Museum—were visible in the detailing, material choices, and craftsmanship of the final pieces.

Faculty Involved: Dr Divya G, Prof Manoj B, Dr Murali K, Prof Ashwinikumar B
Batch: B Des. 2025-2029
Number of students involved: 165
Venue: Admin Area, Woxsen University



“You cannot design the future if you have not learned to see the past.”





Learning with the Hands The Intelligence of Material

From clay to copper wire - students explore how form, balance, and structure emerge through touch.

The Material Exploration course introduces students to the tactile, structural, and expressive possibilities of clay, paper, and copper wire. Through hands-on making, they investigate form, volume, balance, and texture. From shaping clay into vessels to constructing geometric forms using paper folds and copper frameworks, students begin to understand how stability, proportion, and spatial relationships operate in three dimensions. By working directly with matter, students develop an embodied understanding of design.



10 Nov

Faculty Involved: Dr. Murali V Kesaboina, Prof. Suman, Prof. Manoj, Prof. Ashwinikumar
Batch: B Des. 2025-2029
Number of students involved: 163
Venue: Workshop

**“Before a designer can shape the world,
they must first understand how the world
resists being shaped.”**

Designing Movement: Human-Powered Mobility for a Sustainable Future 25 Nov, 11AM

From bicycles to human-powered systems, students explored how ergonomics, structure, material efficiency, and user behavior redefine sustainable mobility.

DesignforMobilitychallengedSemester4IndustrialDesign students to rethink transportation from first principles. Instead of beginning with engines and fuel systems, the project focused on the human body as the primary source of motion.

Students investigated ergonomics, mechanical efficiency, structural stability, and sustainable material use to develop innovative human-powered mobility concepts. Industry standards, safety requirements, and manufacturability - while encouraging experimentation with form, energy transfer, and usability.

The course emphasized real-world constraints-in-Through iterative prototyping and evaluation, students learned how performance, comfort, and sustainability must work together rather than in isolation. By grounding mobility design in human capability and environmental responsibility, the project prepared students to approach future transportation challenges with systems thinking and design intelligence.

“Mobility is not about moving faster. It is about moving responsibly.”

Faculty Involved: Prof. Vidyadhar and Prof. Bhushan
Organizing Department: Industrial Design Department
Batch: 4th Semester (2024-28)
Number of students involved: 30
Venue: D-103
Mode: Offline



12 Design as a Career School Visit

Woxsen University's Athena program successfully conducted two highly interactive sessions at the prestigious SVM School in Jaipur. Delivered by Senior Assistant Professor Mrudul Chilmulwar from the School of Arts & Design (SOAD)

27 Nov



13 Design for Manufacturing (DFM)

A 0.5 mm design decision can change tooling cost, assembly time, and product viability

As part of the core course Design for Manufacturing (DFM), Semester 4 Industrial Design students explored how ideas transform into viable products within real-world industry constraints. The course bridges conceptual design with manufacturing feasibility, equipping students with a comprehensive understanding of production methods - from traditional fabrication processes to advanced cutting-edge technologies.

Students examined material behaviour, limitations, cost, and industry standards, learning how early design decisions directly influence scalability, durability, and efficiency. Rather than designing in isolation, they were trained to think like systems designers aligning creativity with technical precision. By engaging with real-world manufacturing frameworks, students develop the ability to design responsibly.

“A good design works in theory. A great design survives manufacturing.”



The White Cube Experiment

In Interior Design, Emptiness is a Design Decision

25 Nov, 11AM

The Interior Design department created a temporary white cuboid installation (5.6 m × 5.6 m × 3 m) as an experiential spatial intervention. Inspired by the concept of The Human Shelter and Gaston Bachelard's Poetics of Space, the installation invited participants to enter, interact, and transform the space through their presence.

The project explored how scale, enclosure, light, and emptiness influence perception and emotional response. By stripping away ornamentation, the experiment focused on how meaning emerges through occupation and interaction. The installation functioned as a live study in spatial experience, encouraging students to observe how design operates beyond objects - through atmosphere, volume, and human movement.



**The human brain processes spatial information before conscious thought
Which is why space influences emotion before we realize it.**



OUR FACULTY

LEADERSHIP

Dr. Aditya Saxena
Dean



Prof. Arun Gupta
Vice Dean



Prof. Rajesh Kumar
Assistant Dean



Dr. Murali Kesaboina
Assistant Dean



Prof. Adithya Pasumarthi
Assistant Dean



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Dr. Sadhna
Associate Professor



Dr. Gajanan Pratab
Associate Professor



Prof. Christian Fredrik
Associate Professor



Prof. Manoj Borah
Associate Professor



Prof. Arun Kumar
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Prof. Suman Goshi
Assistant Professor



Prof. Srijana Baruah
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Assistant Professor



Dr. Mahima Nand
Assistant Professor



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Prof. Puneeth K
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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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