

4 YEAR BACHELOR OF DESIGN (B.DES) SHAPING REAL-WORLD DESIGNERS



WOXSEN



Fashion Design



Product Design



Interior Design



Visual Communication



DESIGN EDUCATION AT WOXSEN

Woxsen University is located in a sprawling 200 acre campus at Hyderabad. The world class infrastructure not only enables quality education but also provides huge spaces for design freedom. The classrooms, design labs and workshops are benchmarked to global standards, giving immense scope for effective and good learning. Leading faculty from the world's best design institutes & industry practitioners deliver lectures which equip the students with skills to readily fit into the global design industry.

ACCREDITATION



GLOBAL IMMERSION PARTNER



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

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PRESIDENT & CHANCELLOR'S **MESSAGE**



FROM THE PRESIDENT & CHANCELLOR'S DESK

From conception to completion, Woxsen has been a dream come true for me. Envisioning an ecosystem that fosters self-reliance and ingenuity, I have meticulously designed everything to reflect the mission of University which is to create change agents that make a sustainable impact.

Woxsen University (WOU) has one final motive to transform aspiring students' dreams into reality. Perceiving the need for a world-class institute that transcends the conventional curricula, we have strategized content delivery in a fashion that is truly heterodox even iconoclastic. With state-of-the-art infrastructure, diligent tutors, WOU is the place to be for aspiring artists and designers. It is more than satisfying to hear students say that the learning experience at WOU is beyond rewarding.

Woxsenites continue to live the dream they have envisaged for themselves; as the four rigorous years ingrain in them creative thinking, out-of-the-box approach and problem solving skills. We take pride in our students. With the overwhelming response we get from every nook and cranny of the country, I am sure that we are on the right path. The Industry has taken note of WOU and our students will make a mark of their own, contributing meaningfully to the society once they complete their magnificent four year journey at Woxsen University.

I am fully aware that creating a university of academic excellence is a dynamic process, which never ends. The journey has been arduous but has also been adorable and exciting. I keep reminding myself that the path to excellence has no finish line; it is a relentless process of evolution and I do not plan on yielding ever.

“Our Vision is to create an ecosystem in arts and design which will transform aspiring students' dreams to reality.”

Mr. Veen Pula



PRINCIPAL'S MESSAGE





DR. KINGSHUK MUKHERJEE

Ph.D. in Design

M.F.Tech from National Institute of Fashion Technology

FROM THE PRINCIPAL'S DESK

'DESIGN IS OMNIPRESENT'

Design touches everything surrounding us. It is apparent in every sense that design has its impact on today's lifestyle in a plethora of forms. The day-to-day objects, starting from the first thing we do when we wake up, ending in the last thing we do before going to sleep, it is present in all of our interactions with the external world. Design affects us in every possible way. It affects our sense of well-being.

'LEARNING BY DOING'

The role of design for industrial competitiveness at both national as well as international platform has been universally recognized for over a decade. The strategy towards design education is focused on encouraging the integration of design education system with the industries of all scales and across geographical boundaries. Facilitating these activities will call upon the active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas. It is an established framework of the 'Indian design education policy' to facilitate the creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage. The idea is for the budding designers to be engaged in the process contemporising traditional craft products for commercialization in a broad spectrum of niche markets.

'DESIGN EDUCATION AT WOXSSEN UNIVERSITY'

Our teaching pedagogy is all encompassing, coexisting in an active triadic relationship with classroom teaching-learning, design research and design practice. Creative practice at Woxsen entails a strong connection between the hand, the mind and the eyes. This critical approach to creativity demands clear conceptual thinking, along with skills and craftsmanship to translate ideas into beautifully executed work.

The Bachelor of Design program at Woxsen University is meant to develop Knowledge, Skills, Abilities and Aptitude among students to become creative problem solvers. The curriculum is also aimed to bring in newness in their design ideas and executions. The overall structure of the design program is a combination of skill development and enhancement, design projects and field experiences duly supported by appropriate proportion of Theoretical lectures. It endeavours to develop and promote a symbiotic relationship between academia and the industry.

WOXSEN ADVANTAGE



WOXSEN ADVANTAGE

EXPERIENTIAL & APPLIED LEARNING METHODOLOGY

Provides instances for real world application of theory.
Offers high-impact learning, where students explore and directly apply new knowledge.



MODERN CAMPUS

The University is spread across 200 acre sprawling campus, with state-of-the-art infrastructure. Students practice on latest Design Equipment, Professional Grade Labs and Software.



INDUSTRY INVOLVEMENT

Benefit from direct industry involvement through enriching avenues like Conclaves, Guest Lecturers, Curriculum Advisors, Design Project Sponsors and Mentors.



TRADE TOWER

Business Incubation and Investment Centre to encourage entrepreneurship amongst students.

INDUSTRY RESPONSIVE CURRICULUM

Updated with the Global Industry Trends and Consumer Insights.



PROFESSIONAL & EXPERT FACULTY

Accomplished Design Practitioners & Industry Experts as Faculty & Mentors to guide you, further in your development as a Designer.



GLOBAL IMMERSION

Nanyang Technological University (QS World University Rank-11) gives students exposure to Global Design Businesses, cutting-edge developments in the designing environment and Global Business Culture & ethos



POWER PACKED PLACEMENTS

We have a round the year fully active Placement Team that regularly engages with industry leaders for their talent needs.



DESIGN PATHWAYS **BACHELOR OF DESIGN**



THE UNDERGRADUATE PROGRAM (B.Des)

The Bachelor of Design at Woxsen University is a four year rigorous undergraduate program. Accredited by AICTE, **Woxsen University has secured All India Rank-3 by IIRF (Education Post)**, among the top private design institutes.

Contemporary Designers must be bold and strategic to drive their organizations in the right direction, given the uncertain and complex world. Woxsen's large vision is to create an ecosystem that trains the next generation to become thought leaders, drive innovation, foresee trends, and create forecasts for the ever-changing design business. Woxsen trains its student fraternity to be successful practitioners of design with distinct organizational, economic, market, social and skills to bring in the immense possibilities of domestic, import and export business.

In the context to the growing demands of the world Woxsen envisages the future of design by offering degree programs in:

- **FASHION DESIGN**
- **INTERIOR DESIGN**
- **PRODUCT DESIGN**
- **VISUAL COMMUNICATION**

GLOBAL IMMERSION PROGRAM

At Woxsen, students visit Nanyang Technological University (QS World University Rank-II) to gain insights on emerging trends in the Global Design Industry. This cross-cultural learning enhances students design capabilities in a global context.





FASHION DESIGN

4 Year Undergraduate Degree
from Woxsen University, Hyderabad

FASHION DESIGN AS A CAREER

The glamour. The fame. The art of creative details. Becoming a fashion designer promises all this and more.

If you've got a fashion crush on Vivienne Westwood, a penchant for Alexander Wang handbags, or you just enjoy the feel of chiffon against your skin or you're probably following fashion week as it arrives in Milan, New York, London and Paris with a mixture of awe and jealousy, then you have arrived at your destination.

Fashion Designing is one of the most lucrative, appealing, glamorous and an exciting career option in today's world. If you have a penchant for creativity, style and originality, a career in fashion designing is the one for you. From photography to PR and design to merchandising, whichever area of the fashion industry you choose to specialize in, a fashion degree could be the key to open a huge array of exciting career options.

Fashion Industry today offers plenty of opportunities for talented and enthusiastic designers, thanks to the huge and ever-growing demand for designer wear, affordable fashion and the equally outsized quantity of exports.

ABOUT THE PROGRAM

Fashion Design is a four year rigorous undergraduate degree program comprising of eight semesters. The curriculum is designed to impart knowledge from the basics of design to advanced fashion design skills through numerous workshops, internships and industry projects. The classroom learnings are duly complemented with expert lectures delivered by practitioners from the fashion industry throughout the year. At the end of four years, students will be awarded a degree in Bachelor of Design in Fashion Design, leading to many career pathways in the world of fashion.



LEARNING OUTCOMES

Students Will:

Understand the Historical Background of Fashion. Interpret and perceive different phases, trends and fashion cycles.

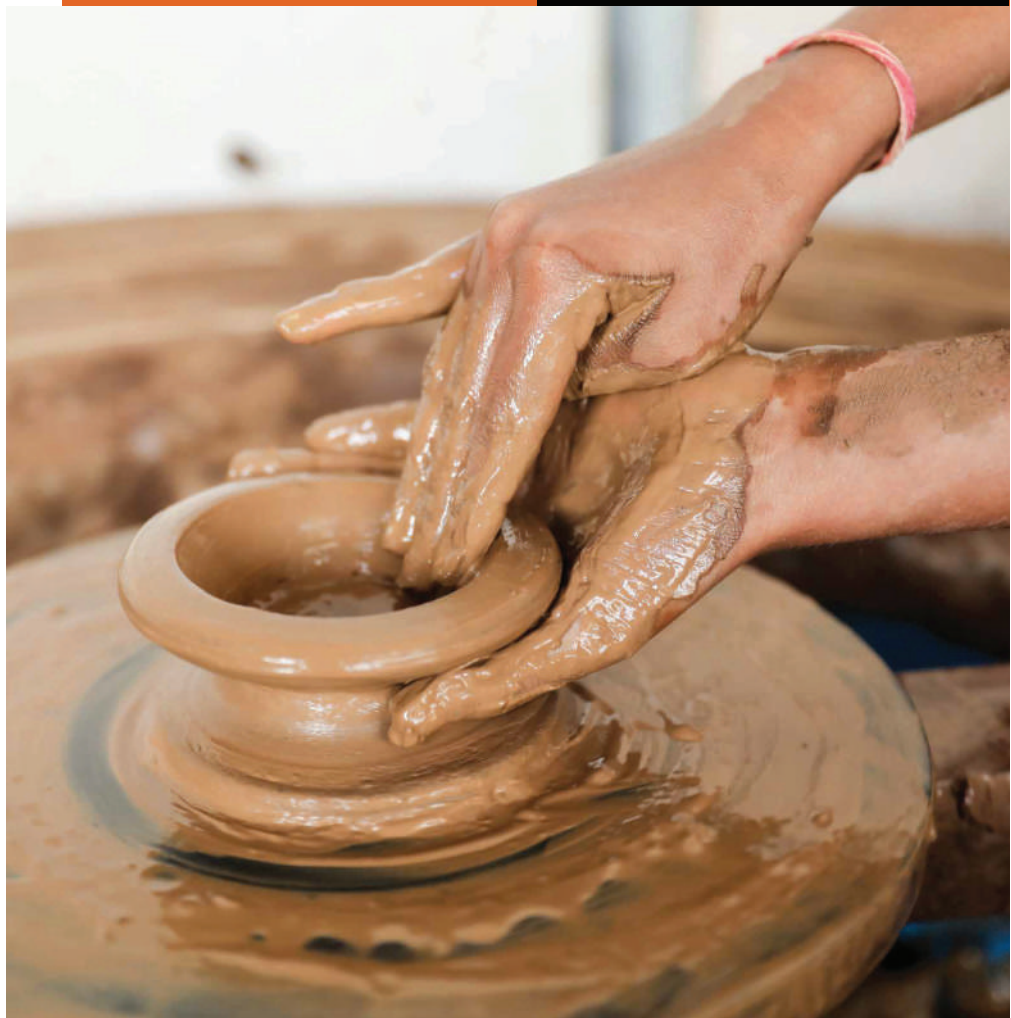
Appreciate concepts related to the cultural, social, and psychological aspects of costume, dress and appearance.

Develop an expertise in creative thinking, analysis, technical skills and know-how necessary to operate successfully in the fashion industry.

Apply the latest cutting-edge fashion techniques and technologies to demonstrate thorough understanding of the fashion business.

Acquire an entrepreneurial approach to the fashion design profession.





PRODUCT DESIGN

4 Year Undergraduate Degree
from Woxsen University, Hyderabad

PRODUCT DESIGN AS A CAREER

Nurturing Three-Dimensional (3D)

Product Designing is all about creating new three-dimensional products through an efficient process of idea generation, development and evaluation. Product Designers have an understanding of the relationship between art, science and technology, and have the ability to exploit each of these things in different ways to create new products.

A career in Product Design offers students an opportunity to make a real impact. The process includes nurturing a design, from the early concept stages to making it a commercially viable solution suitable for mass manufacture.

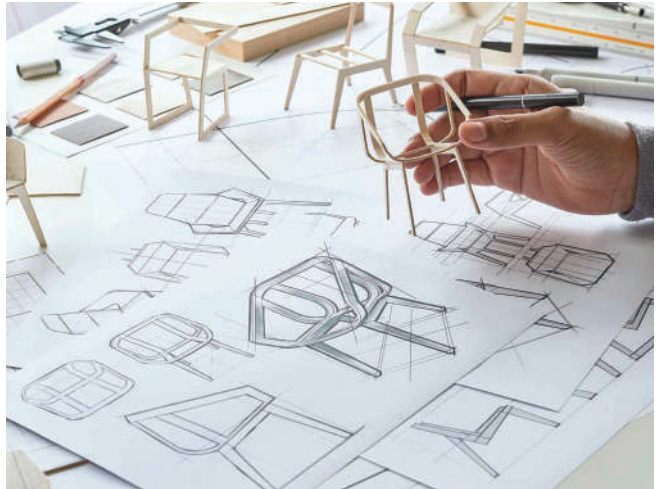


ABOUT THE PROGRAM

The Product Design program is an extensive four year program that trains students to use their creativity, design thinking and design process to bring new ideas, products, and value to companies, communities, and people. Educators and industry professionals experienced in a wide range of areas guide students in developing their creative process, researching user experience, and applying diverse 2-D and 3-D design skills to create well-conceived and executed objects, products, and systems that service human need.

This program emphasises on creativity, exploration, design thinking, solution finding, personal expression, aesthetics, craftsmanship and entrepreneurship in the creation of lifestyle products and packaging for the global consumer market. Students graduating in Product Design learn a wide range of artisan-based hand skills and processes using soft and hard materials, digital design skills in 2-D graphics and 3-D modelling for rapid prototyping.

Through hands-on mentor guided studio projects and professional internship experiences, students develop projects from concept to the completion of prototypes and apply business skills, entrepreneurial practices to bring innovation to market. At the end of four years, students will be awarded Bachelor of Design in Product Design.



LEARNING OUTCOMES

Students will:

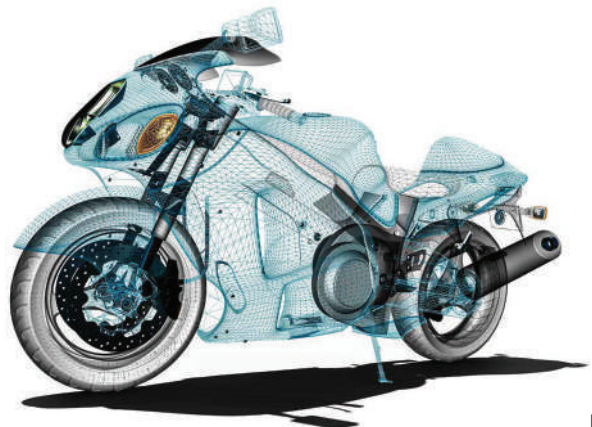
Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.

Employ research and analysis methodologies as it pertains to the product design process, meaning, and user experience.

Apply creative process techniques in synthesizing information, problem-solving and critical thinking.

Demonstrate and employ hand drawing and drafting principles to convey concepts.

Use basic fabrication methods to build prototype models for hard-goods and soft-goods and packaging.





INTERIOR DESIGN

4 Year Undergraduate Degree
from Woxsen University, Hyderabad

INTERIOR DESIGN AS A CAREER

Designing Spaces and Beyond...

Comfortable homes, functional workplaces, beautiful public spaces, that's interior design at work. In today's design-oriented age, everybody wants unusual and unique designs. Hence, designing becomes the core requirement for all these spheres of activity. Interior Designing combines technology with aesthetics and enables one to convert space into a pleasurable ambience.

If you have a passion for interior design, then a degree in a top interior design school is a must have for you. Within the field of interior design, there is a wealth of career options. You can start your own practice, work for a small or large firm, or specialize in a particular skill (such as lighting) or a specific area (such as hospitality). The possibilities are endless and they're expanding every day.

ABOUT THE PROGRAM

Interior Design course is an eight-semester program spread over four years which introduces students to the various nuances, principles and characteristics of design, color schemes, space planning and drafting. The course deals with detailed classroom sessions on selection of materials and finishes for various spaces. The lectures are designed with an emphasis on workshops, internships and industry projects running all through the period of four years. This not only gives the students a hands-on experience but also gives them thorough knowledge of how the interior design business runs. At the end of four years, students will be awarded in Bachelor of Design in Interior Design.



LEARNING OUTCOMES

Students will:

Understand, develop and integrate trends in interior design.

Understand the design, technology and techniques to design spaces effectively.

Produce working drawings, specifications, layouts, suggest materials and finishes for a specific project.

Understand building and safety codes, principles and practices for environmental and sustainable interior design.

With the wide variety of live design projects, presentations, lab works, research papers and critique; students demonstrate a good understanding of the various components of interior designing.

Develop designs, plan material and suggest systems for various spaces for aesthetic and effective functioning.



VISUAL COMMUNICATION

4 Year Undergraduate Degree
from Woxsen University, Hyderabad



VISUAL COMMUNICATION AS A CAREER

Design is intelligence made visible, and intelligence gives birth to disruptive innovation

If the Apple logo intrigues you, or just a trip to IKEA admiring the house mock-ups is your day well spent, then you're probably following visuals as it is displayed all over the most happening places on the globe. Designing has become the core requirement for all the spheres of activity, wherein everybody wants unusual and unique designs to evince a product, service or solution.

If you have the proclivity, creativity, style and originality then, this most exciting career domain can be yours. There are many caps to adorn depending on your interest, skill set and continued education. You can be an Animator, Artist, Desktop Publisher or an Illustrator. From Photography to PR & Design to Digital Photographer there are domains in Graphic Design like Layout Artistry, Multimedia Specialisations along with Print, Web Designing, Web Developer or Web Administrator.

ABOUT THE PROGRAM

The four year B. Des in Visual Communication is a specialised program in Design, where the students specialises in Graphic Design and Advertising enabling them to acquire the skills and techniques necessary to pursue a fulfilling career in various areas of advertising, print and graphic design industry.

Applied Art Professionals are visual problem-solvers who use a wide variety of concepts and media to inform, direct, promote, entertain, engage and educate specific audiences. Visual Communication program prepares students to integrate design principles, methods, concepts, images, words and ideas to creatively convey visual messages with an intent of eliciting specific responses from diverse audiences.



LEARNING OUTCOMES

Students will:

Demonstrate strong understanding to product standards and specifications for all products.

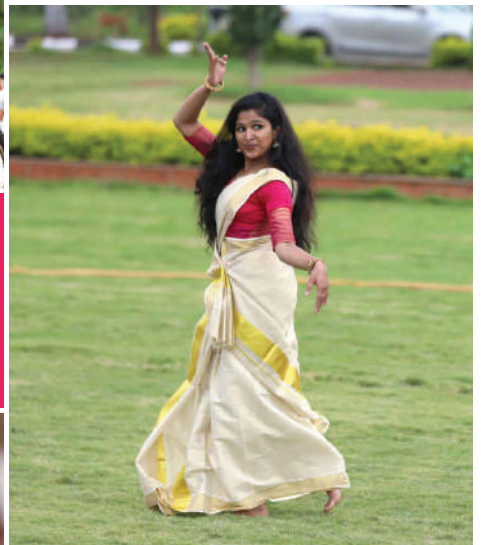
Demonstrate good competency in designing and technical skills appropriate for Visual Communication.

They understand the trends and the needs of market and its consumers.

Demonstrate high understanding of how decisions affect product cost, display and selling through various business verticals in Visual Communication.

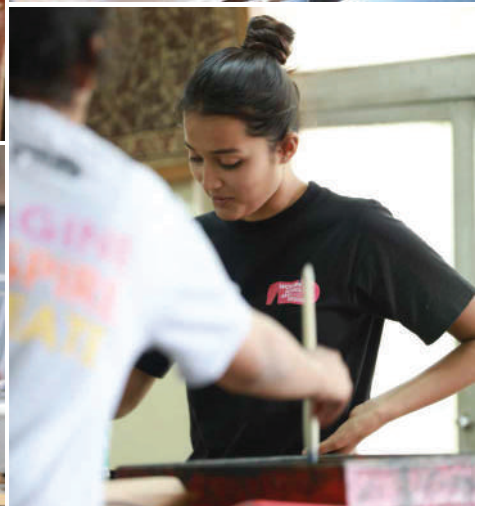
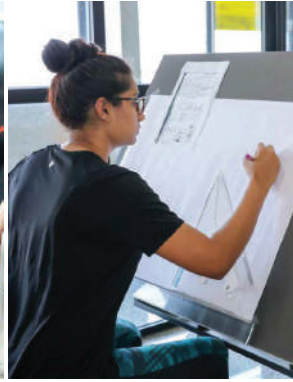
With the wide variety of design projects, presentations, workshops, papers and critique students demonstrate a good understanding of the various components of Visual Communication.

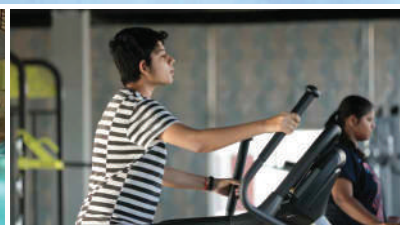
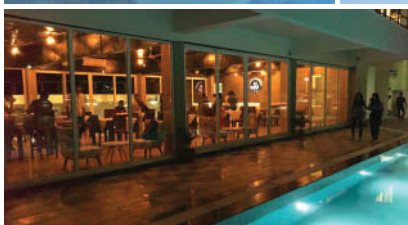
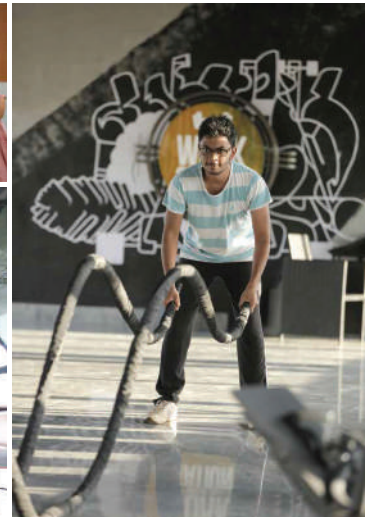




“A CREATIVELY
PROGRESSIVE
ECOSYSTEM”







ADMISSION ELIGIBILITY & SELECTION CRITERIA

SOP (Statement of Purpose):

Clarity of purpose in pursuing design program at Woxsen

WDT (Woxsen Design Test):

General Knowledge, Domain Knowledge, Creative Aptitude, Sketching/Drawing Skills & Story Telling Skills

Personal Interview (PI):

One-on-one & Portfolio Review with expert panellists

ENTRY REQUIREMENT

- A candidate must have passed 12th Grade (Intermediate), 10+2 or equivalent from any stream, eg. Science, Commerce, Arts, etc.
- Above 50% of aggregate marks in qualifying examination (first-class preferred)
- Fluency in English with strong communication skills

Note :







































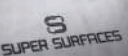










































Student appearing for 12th Grade/ equivalent may apply. However, to secure admission at Woxsen clearing 12th Grade/ equivalent exam is mandatory.

ADMISSION ELIGIBILITY
ENTRY REQUIREMENT

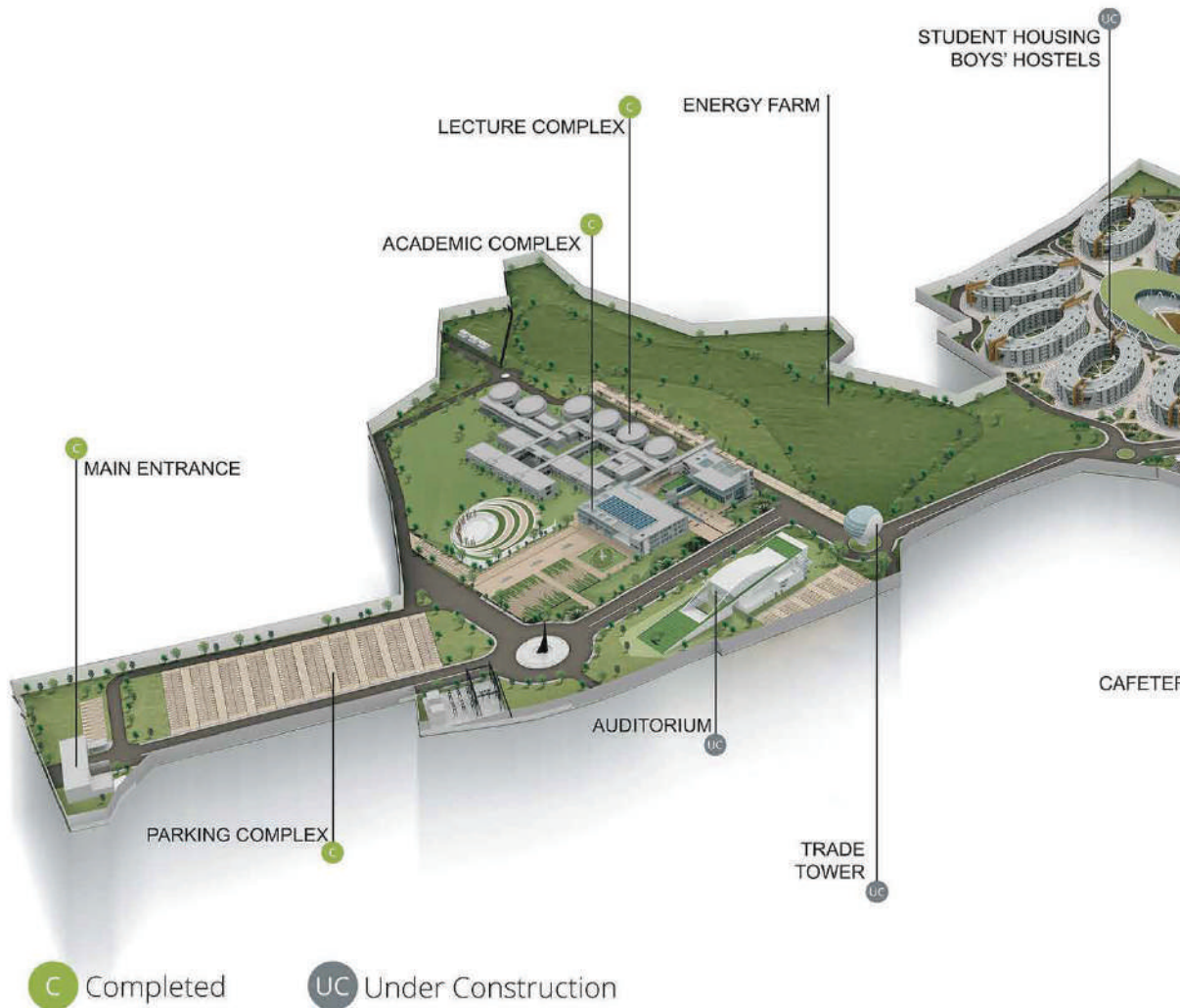
CREATING GLOBAL DESIGNERS

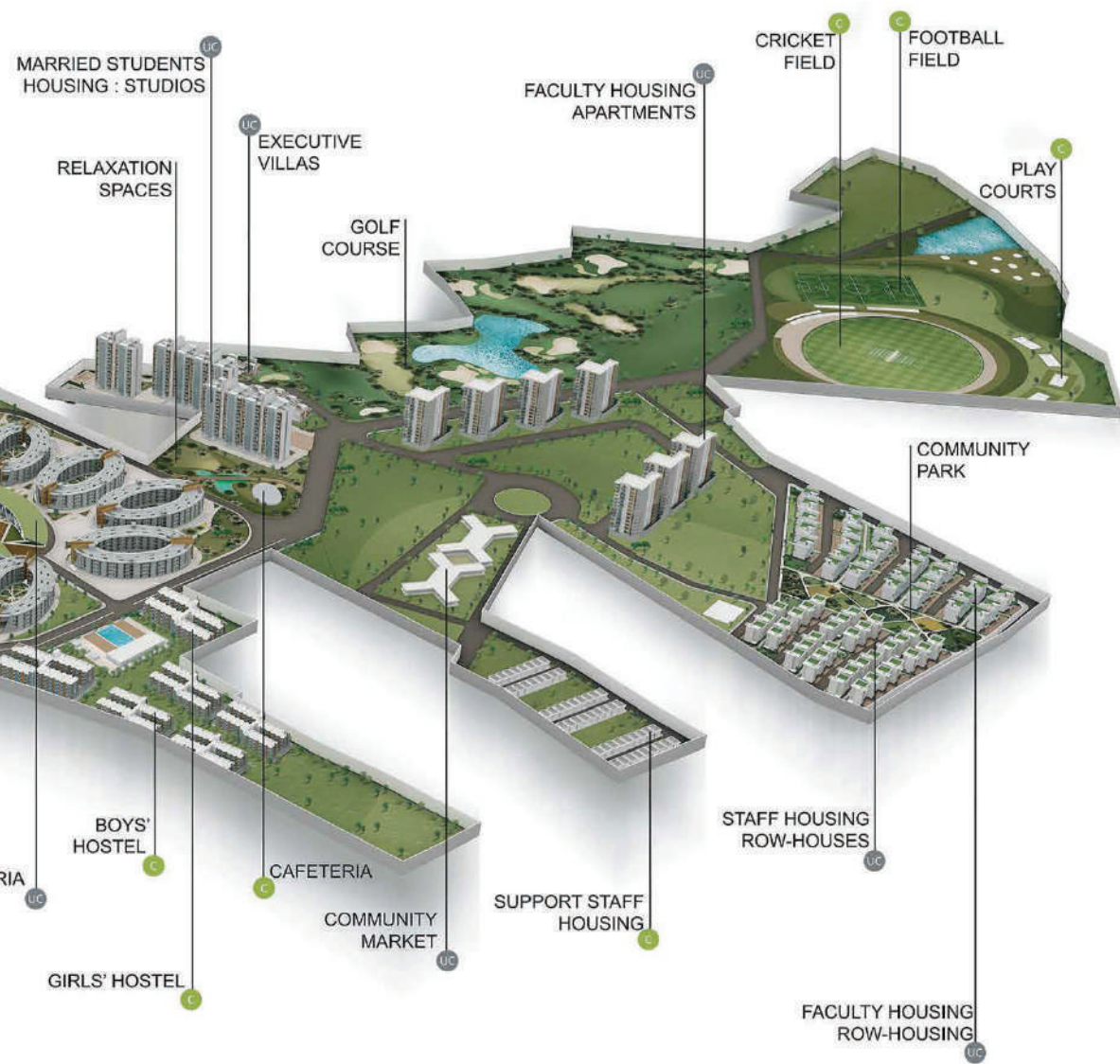


SUMMER INTERNSHIP & FINAL PLACEMENTS

Master Plan





ACCREDITATION



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UNIVERSITY
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<http://wouapp.woxsen.edu.in/>



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