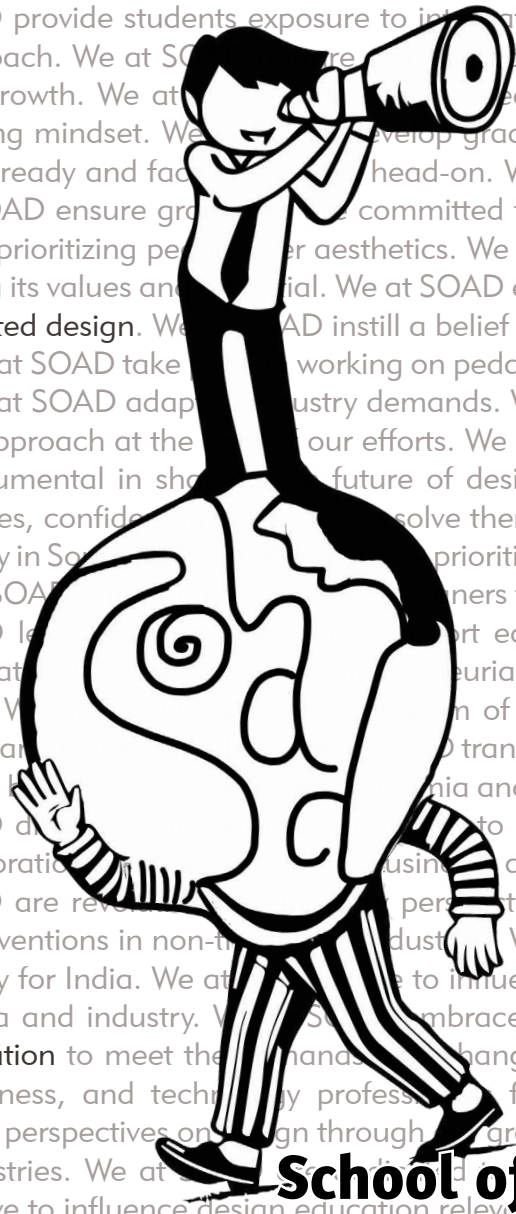
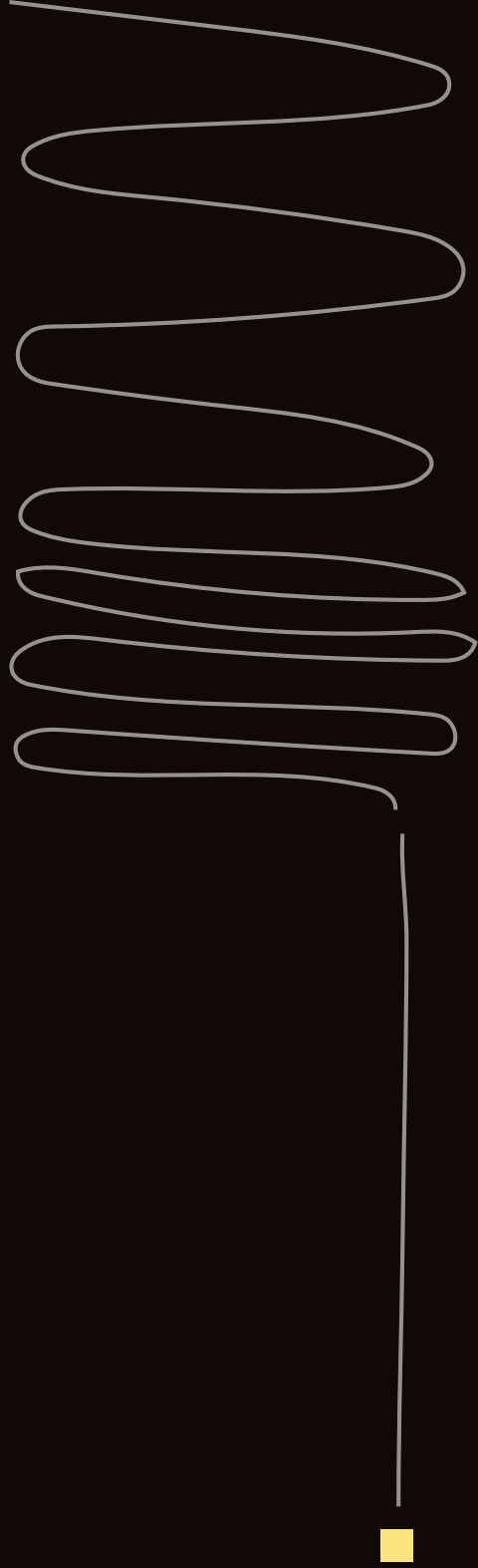




# Voice Of Vision



# School of Arts & Design



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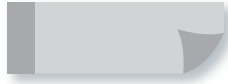
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## **The Birth of a Vision**

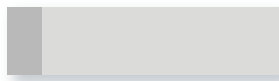
*A New Dawn for Design Education*

It all began as a spark—an idea planted in the fertile minds of visionaries determined to redefine the way design education is perceived. Professor Munwar Khan sowed the first seeds of this ambitious initiative, an effort to rethink pedagogy, instill innovation, and bridge the gap between creativity and industry. With the conviction that learning could be reimagined, the entire team of the School of Arts & Design gathered at the Leonia Holistic Destination on 15<sup>th</sup> July 2024 to take forward the Vision activity, bringing together a total of 25 Professors from the Design School fostering creativity & collaboration in a unique setting. Dr. Adity Saxena lent her unwavering support, nurturing this vision into something more tangible. Together, they conceived an initiative that would go beyond conventional classrooms and foster an environment of discovery and collaboration.



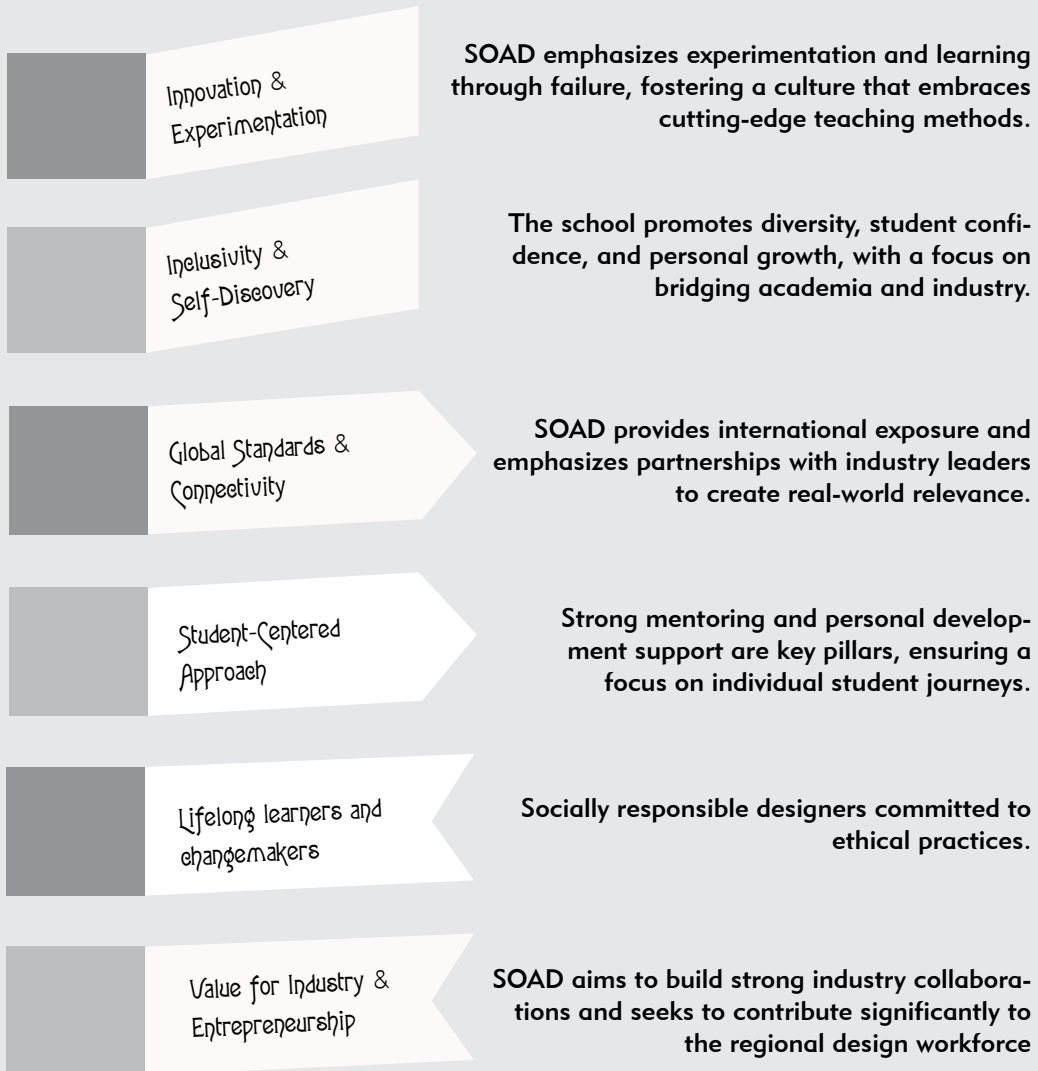
Great visions demand meticulous planning. Professors Mrudul and Vishakha took charge, carefully crafting every detail of the plan. They designed guiding documents to turn the vision of Woxsen University's School of Art and Design (SOAD) into a framework for transformative education, reshaping how students learn, experiment, and grow.

The plan was refined under the skilled moderation of Prof. Arun and Dr. Adity Saxena, ensuring that every voice was heard and aligned with the initiative's broader goals. On the day of execution, Leonia Holistic Destination, Hyderabad, hosted an inviting, casual, and energetic gathering, far from typical formal conferences.



Inspiring addresses by Dr. Adity Saxena, Prof. Sanjay Guria, Prof. Munwar Khan, Prof. Mrudul, and Prof. Shivram Reddy set the tone, sparking meaningful conversations. Core activities like Hope vs. Fear and Assistor vs. Resistor engaged participants to reflect on their ambitions, challenges, and forces shaping their journeys.

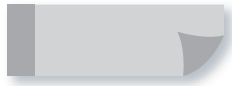
Laughter, candid exchanges, and collaborative moments filled the air, creating new connections and sparking future collaborations. By the end, what started as an idea blossomed into a movement that would shape the future of design education. The efforts of Prof. Munwar Khan, Dr. Adity Saxena, and their dedicated team had taken root, setting the stage for a new era of learning—one that inspires experimentation, embraces failure, and empowers future generations of designers to thrive in an ever-changing world.





# OUTLINE

“Voice of Vision” serves as a strategic framework for the School of Art and Design (SOAD) at Woxsen University, outlining its commitment to fostering a transformative, inclusive, and innovative learning environment. The document highlights the school’s vision to shape future-ready, socially responsible designers who significantly impact the global design community.

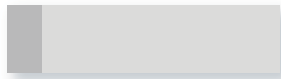


# PREAMBLE

The School of Art and Design (SOAD) at Woxsen University is dedicated to fostering an innovative, inclusive, and transformative learning environment that nurtures creativity, experimentation, and excellence in design education. This Charter serves as a guiding document to uphold the vision, values, and long-term goals of SOAD. It will steer the school's operations, teaching methodologies, and decision-making processes.







# VISION

To be a leading institution in design education that shapes future-ready, socially responsible, and innovative designers who contribute significantly to the global design community.

# MISSION

To create a dynamic learning environment that emphasizes experimentation, self-discovery, and continuous learning. We aim to cultivate a diverse and inclusive culture that bridges the gap between academia and industry, fostering a strong bond between students, faculty, and industry leaders.



The "Assistor vs. Resistor" an activity designed to comprehensively evaluate the "charter," or vision statements, from all eight areas of the SOAD Vision. The goal was not to determine a winner, but to gain a multifaceted perspective on these statements. One team would advocate for each statement, providing logical arguments, factual evidence, and references to the current situation. The opposing team would challenge these statements, offering counterarguments, alternative perspectives, and logical reasoning. This collaborative approach aimed to foster a deeper understanding of the vision statements from all angles. The session was facilitated by a two-person team.



## The TEAM

Dr. Adity Saxena Prof. Sanjay Guria Prof. Munwar Khan

Prof. Mrudul Chilmulwar Prof. Vishakha Rao Prof. Shivaram Reddy

Prof. Santhosh Kocherlakotta Dr. Murali Kesaboina Prof. Pradeep Kumar

Prof. Arun Kumar Prof. Shrutinwita Prof. Rajesh Kumar Dr. Sadhna

Prof. Tejas Pawar Prof. Devesh Pammi Suresh Dr. Ravindar Tadi

Prof. Vidyadhar Prof. Dipankar Gogoi





CHARTER FOR THE  
School of Art and Design

  
**Innovation:**

We are committed to implementing cutting-edge curricula and pedagogical innovations to lead in design education.

**Inclusivity:**

We promote a diverse and inclusive culture where every student feels confident and valued.

**Experimentation:**

We foster an environment where experimentation and learning from failure are encouraged.

**Self-Discovery:**

We encourage students to embark on paths of self-discovery and confidence building.

**Global Standards:**

We provide exposure to international and industry standards in design.

**Student-Centered Approach:**

We emphasize a student-centered approach with strong mentorship for personal and professional growth.

**Lifelong Learning:**

We cultivate graduates who are lifelong learners, changemakers, and socially responsible designers.



### **Ethical Practices:**

We instill a commitment to ethical practices and human-first design in all graduates.

### **Faculty Excellence:**

We ensure our faculty are innovators in pedagogy, adaptable to industry demands, and collaborative in nature.

### **Industry Collaboration:**

We prioritize industry collaborations to solve real-world problems and provide students with practical experience.

### **Entrepreneurial Support:**

We nurture an entrepreneurial mindset and support the commercialization of student projects.

### **Global Connectivity:**

We connect students with national, international, and industry leaders to blur local and global boundaries.



### **Creative Economy:**

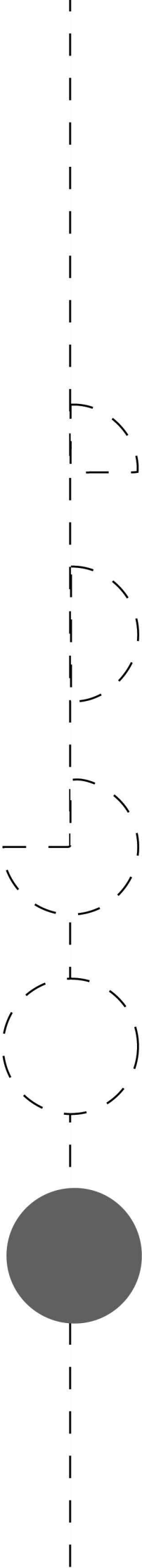
We embrace the power of the creative economy and strive to drive educational transformation to meet global demands.

### **Design Identity:**

We are dedicated to establishing and promoting a unique design identity for India and influencing design education policies.

**Success Stories:** We celebrate and document success stories to inspire and showcase the impact of SOAD's approach to design education.









# Narration about Learning Environment



- We at SOAD establish an environment of experimentation as a baseline.
- We at SOAD encourage students to embrace failure and learning.
- We at SOAD guide students on a path to self-discovery.
- We at SOAD help students feel confident in their abilities.
- We at SOAD cultivate an inclusive culture in design.
- We at SOAD provide students exposure to international and industry standards.
- We at SOAD emphasize a student-centered approach.
- We at SOAD nurture a strong bond between students and teachers.
- We at SOAD provide strong mentoring for growth.
- We at SOAD offer a cutting-edge curriculum.



# Narration about Graduate Persona

- 
- We at SOAD produce graduates known for their lifelong learning mindset.
  - We at SOAD develop graduates regarded as changemakers.
  - We at SOAD prepare graduates to be future-ready and face challenges head-on.
  - We at SOAD shape socially responsible designers through their actions.
  - We at SOAD ensure graduates are committed to ethical practices.
  - We at SOAD recognize graduates as human-first designers, prioritizing people over aesthetics.
  - We at SOAD cultivate graduates who are ambassadors for design, representing its values and potential.
  - We at SOAD excel in producing graduates who showcase versatility and innovation in multifaceted design.
  - We at SOAD instill a belief in the process, underscoring dedication to thoughtful and impactful creation.



# Narration about Faculty Persona



- We at SOAD take pride in working on pedagogical innovations.
- We at SOAD form a multidisciplinary team of designers.
- We at SOAD adapt to industry demands.
- We at SOAD inherit an experimental nature.
- We at SOAD place a collaborative approach at the core of our efforts.
- We at SOAD value agility and ambition.
- We at SOAD are instrumental in shaping the future of
- design education.





# Narration about Value for Industry

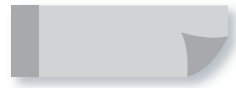
- We at SOAD invite industry to bring any problems and challenges, confident in our ability to solve them.
- We at SOAD aim to contribute 5% of the design workforce in the industry in Southern India.
- We at SOAD prioritize industry collaborations, providing real-world experience to our students.
- We at SOAD offer multidisciplinary designers to the industry.



# Narration about Entrepreneurship

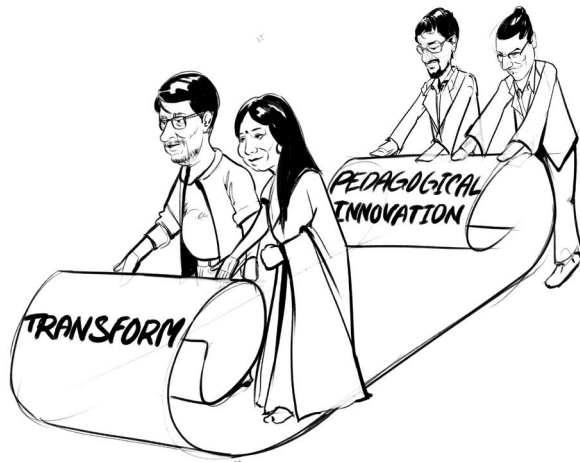


- We at SOAD protect and nurture students' passions.
- We at SOAD lead with our pioneering support ecosystem, the first of its kind in India for design school entrepreneurship.
- We at SOAD cultivate an entrepreneurial mindset.
- We at SOAD support each student's project for commercialization.
- We at SOAD foster an ecosystem of changemakers.



# Narration about Blurring the Boundaries

- We at SOAD connect our students with national, international, and industry leaders.
- We at SOAD transcend local and global boundaries, focusing on contextual relevance.
- We at SOAD bridge the gap between academia and industry.
- We at SOAD embrace the power of the creative economy.
- We at SOAD drive educational transformation to meet the demands of a changing global landscape.
- We at SOAD forge collaborations with engineering, business, and technology professionals for groundbreaking design solutions.



# Narration about Footprint

- 
- We at SOAD are revolutionizing industry perspectives on design through our graduates.
  - We at SOAD are pioneering design interventions in non-traditional industries.
  - We at SOAD are dedicated to establishing and promoting a unique design identity for India.
  - We at SOAD strive to influence design education policies and practices.
  - We at SOAD are renowned for our pedagogical innovations.





**... a step towards building legacy in design education !**

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**VOICE OF VISION**

**SCHOOL OF ARTS & DESIGN | WOXSEN UNIVERSITY**

15 / 07 / 2024

CONCEPT & DESIGN - VISHAKHA RAO

ILLUSTRATIONS BY - REWA REDDY - B.DES V.COM\_2028 & SINHA ANGSHUMAN - B.DES IDD\_2027