A UNIVERSE OF CREATIVE EDUCATION

Create | Unify | Liberate | Transform | Repeat

WUD
WORLD
UNIVERSITY OF
DESIGN

Your Design Destination in the Creative Capital of India

Design is not just about the way things look; it is also about the way they function.

As India is poised for growth in almost all the fields, design is being looked upon as the key aspect in making India competitive. The scope of design has widened today to overlap all industry verticals including augmented reality, artificial intelligence, UI/UX, urban development, sustainability, sociology, and public policy etc. opening up immense possibilities.

World University of Design (WUD) is responding to this need through its cutting edge, trans-disciplinary programs in the creative domains of Fashion, Design, Communication, Visual Art, Performing Art, Architecture and Business.
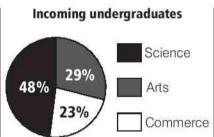
PIONEERING
DESIGN EDUCATION

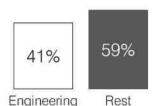| 7 SCHOOLS	Architecture, Fashion, Design, Communication, Management, Visual Arts & Performing Arts

30+
Academic Programmes

900+
Students from 22 states in India

40:60 Boys:Girls Ratio

Incoming undergraduates
- 48% Science
- 29% Arts
- 23% Commerce

Incoming postgraduates
- 41% Engineering
- 59% Rest

75+
Faculty from top institutions in India & Aborad including IIT, NID, NIFT

~₹7 crore
Rupees worth of scholarship granted this year to WUD students

ACCREDITATION
Established under the Haryana Private University Act 2006, with the right to confer degrees under section 2(f) and 22(l) of the UGC Act.

CAMPUS
- 12 Acres
- 2,50,000 sqm built up area
- 14 specialized Labs
- 2 hostels

RANKINGS

OBE RANKINGS 2022
OUTCOME BASED EDUCATION
Certificate of Excellence

WORLD UNIVERSITY OF DESIGN, HARYANA

INTERNATIONALIZATION
Members of:

Erasmus+

cumulus
Creative Ranking

CollegeBoard

VR/AR
ASSOCIATION

15+ International Agreements in 8 countries

ACADEMIC CALENDAR
New Batch starts : 01/08/2023

Autumn Semester : 02/08/2023 – 16/12/2023

Memberships: FICCI   ASSOCHAM INDIA   CII Confederation of Indian Industry   PEARSON Education
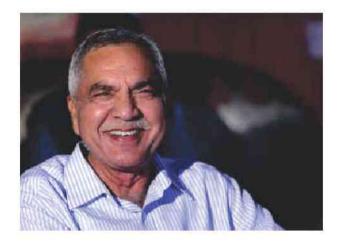
SHAPING THE FUTURE

Dr. Hukam Chand Bansal
Chancellor

Dr. Hukam Chand Bansal is a Steel Industrialist of renown with industries spread across Mandi Gobindgarh, Punjab and Jammu, Jammu & Kashmir. Starting in 1971 when he took over the business from his father, Dr. Bansal expanded it to newer areas like steel forging & steel melting.

An MBA and a PhD in Business Administration from US, Dr. Bansal entered education domain in 1998 when he founded Shri Om Parkash Bansal Educational and Social Welfare Trust, and established a school at Mandi Gobindgarh. It was the first school in that area and till date remains the most coveted. Over the next 2 decades he emerged as a devoted educationist by establishing 8 colleges, 1 polytechnic and 2 schools of repute under the aegis of the Trust, and under the banner of RIMT group of institutions. In 2016 he established RIMT University at Mandi Gobindgarh and in 2018 the World University of Design at Sonipat.

Dr. Bansal is Chancellor to both the universities.

Dr. Sanjay Gupta
Vice Chancellor

Former Dean of NIFT (National Institute of Fashion Technology), Dr. Gupta is an alumnus of IIT Delhi and IIM Ahmedabad. Over last three decades Dr. Gupta has contributed to establishing Design as a mainstream field of study & career choice in India and has led the movement of design into university education. Dr. Gupta is recipient of many awards & recognitions, and is a prolific writer and speaker. His writings in the last decade have focused on importance of design in promoting employment opportunities for youth in the country, and the options it offers to students to STEM and non STEM stream students. Students trained by him have gone on to set up highly successful design enterprises with a wide international footprint. He was involved in the key initiative of bringing fashion schools worldwide under the umbrella of the International Foundation of Fashion Technology Institutes (IFFTI). He has also been a member of national / international committees & bodies like ASSOCHAM, CII, IFFTI, BIS, NISTI besides being on the editorial boards of scientific journals.
Dr. Gupta is the founding Vice Chancellor of World University of Design.

GLOBAL IMPACT
THROUGH PARTNERSHIPS

WUD is a globally integrated university with strong links across the world

WUD is the youngest university ever to be awarded a design and innovation capacity building grant under the ERASMUS plus programme of the European Union where it's working with a consortium of international partner universities including Brunel University, UK; Politecnico di Milano, Italy; University of Aegean, Greece and IIITD Delhi. WUD is a member of Cumulus, the international body of design institutions as well as VRARA, the global association of VR & AR professionals. WUD is host to many international forums including the prestigious Global Goals Jam in association with UNDP and MediaLab Amsterdam; Speculative Futures of USA; Design across Cultures based out of Netherlands with partners from USA, Brazil, Germany, Italy and Korea etc.

WUD invites renowned personalities from various walks of life to share their knowledge and expertise with students.

INTERNATIONAL COLLABORATIONS

WUD considers international exposure as a quintessential part of design education and provides abundant opportunities to its students to explore and experience the various nuances of this facet of education. Such exposure enhances a students' personality and broadens their vision. WUD has signed multiple MoUs with leading educational institutions across the globe to facilitate a constant exchange of students, scholars, research topics on every subject; of students making study visits and joining immersion programmes at these universities and organisations on a short term or periodic basis to enhance their skills and expertise. In the last four years, fifteen students went on a semester exchange with these universities.

Some MoUs already signed are –

UK

University of Huddersfield – recognized as a gold-rated University by the Teaching Excellence Framework, UK.

Oxford Brookes University – ranked amongst the world's top universities in 15 individual subject areas including art and design.

University of Manchester – ranked 106th best university in the UK and well-known for its performing arts programmes.

University of Reading – among the top 30 UK universities in world rankings (ranked 27th out of 90 UK universities featured in the QS World University Rankings 2022).

USA

University of California, Berkeley – ranked among the world's top 2 universities.

College for Creative Studies, Michigan, USA – CCS is one of the nation's leading art and design colleges.

Canada

Emily Carr University of Art & Design – ranked 9th in the World by Red Dot Design Award in 2015 placing them within the "top ten Design Universities in the Americas and Europe".

Vancouver Film School – Recognized world leader in entertainment arts education, ranked #1 among the top 100 international animation schools.

Europe

École Nationale Supérieure des Arts et Industries Textiles (ENSAIT) – A very old institution that is considered the leading textile trainer responsible for educating 75% of all Masters in Textile in France.

HAMK, Finland – Hame University of Applied Sciences is the 8th largest university of applied sciences in Finland.

University of Nicosia, Cyprus – UNIC is the largest university in Cyprus and ranks among the top 100 in Emerging Europe and Central Asia Region by QS World University Rankings.

Utrecht University, Netherlands – is counted among the world's best universities, being ranked 1st in the Netherlands and 52nd in the world (2020) by Shanghai Ranking and at 75th by The Times Higher Education Ranking.

Kauno Kolegija, Lithuania – Kaunas University of Applied Sciences is state owned and is the largest university not only in Lithuania but the whole Baltic region, ranking among the top 2 of the country.

Banat's University of Agricultural Sciences and Veterinary Medicine, Romania – specializes in landscape design besides life and veterinary science subjects.

Mexico

Universidad De Monterrey (UDEM) – It is one of the best universities, according to the QS Top 50 Under 50 International Ranking.

UPAEP – UPAEP is a highly reputed university which ranks among the top 22% of the world.

Vietnam

Van Lang University – Vietnam's oldest and most reputed private university.

SAFE INSPIRING CAMPUS
AND RESOURCES

A spacious & interactive campus with abundant facilities can make all the difference to University education

The lush green campus of World University of Design, spread over an area of 12 acres is in the fast-developing Rajiv Gandhi Education City on NH1 in Delhi NCR. It has as its immediate neighbor, premier institutions like the IIT Delhi, National Law University, Ashoka University, SRM and NIFTEM. Being away from the main Sonipat city, the population of education city is mainly academic in nature. There is a police station right in the middle of these four universities. The Education City is just 15 minutes from Delhi border and 3 hours from Chandigarh. The nearest Delhi Metro station is Jahangirpuri for now. Extension of Metro line to the education city has already been announced. The campus is also well connected with towns in its vicinity that support comfortable living in the area.

TRANSPORTATION

WUD provides pick-up and drop facility from Jahangirpuri Metro station. It however, encourages students to make use of its excellent hostel facilities for optimum university experience.

HOSTEL FACILITIES

WUD provides spacious, air-conditioned, wi-fi, semi-furnished hostel rooms with attached baths for both girls & boys in-campus. The hostel kitchen has been designed by Master Chef Shaju Zacharia and is managed by well known institutional caterers. The hygienically produced, nutritious and tasty meals are consumed by students and staff alike.

The campus is secure from all side with 24/7 security. Laundry self-service is provided. There is a tuck shop to take care of routine daily requirements. Facilities also include a basic health care unit including a doctor on call. SRM hospital is right next door for any exigencies.

RECREATIONAL AND SPORTS FACILITIES

A wide range of indoor and outdoor sporting opportunities is available to students at WUD. There are facilities for Soccer, Cricket, Basketball, Badminton, Table Tennis, Chess and Carrom. A Gymnasium equipped with free weights, cardio, stretching and resistance training equipment is also available. There is a 1000 capacity open-air theatre and several smaller venues to host and hold cultural performances.

CANTEEN AND STATIONERY SHOP

A canteen is available at college premises for light snacks and meals. It is also the most popular place on the campus, not only for refreshments, but also for student bonding, discussions and even work on assignments and projects. The stationery shop provides all art material & stationery, photocopy, and has facilities for scanning and printing.

LIBRARY & MATERIAL MUSEUM

WUD maintains a library amply equipped with physical and soft copies of books, journals and magazines from all disciplines. The Material Museum is a resource of building materials; surfaces, fittings and plumbing etc to provide a real time touch and feel experience to the students.

WORKSHOPS

Workshops are where ideas take a tangible form. With one of its prime focus being "learning by doing", World University of Design maintains high standard workshops for facilitating work of each of the schools. Architecture and Interior students will have Model Making workshop and CAD rooms. Aspiring product designers will find fully functional Machine shop with all relevant hand-tools and power tools. A Makers-Lab is equipped with latest prototyping tools. Students of Fashion have highly equipped Patternmaking, Garment Construction & Sewing workshops. School of Communication work with Apple iMacs Digital & Media Lab, Photo & Film Studios, Print-Making Studio, Sound & Video Editing, Animation and AR, VR Studio. Workshop assistants are present to guide while operating machines and implement safe workshop practices.

ART GALLERY

WUD also has an art gallery on campus for displaying not only the work of its own students but also holding curated art shows.

LEARNING CULTURE

Following all creative people's common belief that "an Idea doesn't have a time or place", WUD doesn't restrict teaching to walled spaces. It encourages students to receive knowledge from nature and human contacts hence all open and closed spaces can be classified as convertible learning spaces.

This form of learning stresses on innovation and exploration. Learning by doing as the main method of teaching, WUD provides its students with industry relevant updated resources and facilities. Studios and workshops are open for long hours with assistance provided for students to work on their creations. Students enjoy formal and friendly discussions with regular & visiting faculty members and visit interesting places, sites and exhibitions. The university offers guidance and requisite support for participating in national and international design competitions.

TRANSFORMATIONAL COMMUNITY & CONNECTS

Our students tell us that we're the friendliest University in India with some awesome faculty

LIFE AT WUD

WUD acknowledges diversity in the origin of its members and the importance of cultural & social activities in improving the personality, enhancing communication skills and building a positive, progressive global outlook. It strongly encourages its students to participate actively in various activity clubs and organize literary, cultural and social events to forge stronger bonds and to bring out their latent talent in these activities. WUD annual fest, named CULT, attracts participation from over 70 colleges internationally for its design & creative events.

Campus is also a hub of intellectual activities. There is always something happening with some school or the other including conferences, webinars, art camps, art residency programs, Design Guru Day, Master classes, Industry Interactions and so on. The list of activities being held is long & varied.

INDUSTRY CONNECTS

WUD faculty maintains powerful alliances with employers and industry partners that enable students to leverage opportunities to showcase their acquired skills. Multiple MoUs have been signed with some of the best studios in the country. These associations help explore the possibilities for placements, industry projects, and internships for better career growth.

WUD is a member of FICCI (Federation of Indian Chambers of Commerce and Industry), ADI (Association of Designers of India); CUMULUS (International Association of Universities & Colleges of Art, Design & Media) giving it access to alliances with over 250 member institutions across 54 countries; VRARA (The global VR/AR Association); The CollegeBoard - India Global Alliance, organizer of SAT & PSAT exams.

PLACEMENTS

WUD students are equipped with a global perspective, leadership skills, creative instinct, innovative mindset, communication skills and enthusiasm to make a change. These strengths are recognized by leading companies and universities. Our students therefore find immediate placements as also admissions in global universities for their masters. WUD offers assured placement, higher education support as well as entrepreneurial support through partner companies, industry network & incubation center. WUD under an agreement with IIT Delhi is part of their Incubation Cell at Sonipat Campus.

The placements till 2021 were 92% with the remaining opting for higher education and incubation. For 2022, pre-placement offers are already streaming in with the top package so far being 24 LPA. The list of some well-known brands visiting WUD for placements include – Amazon, Whirlpool, KPMG, Capgemini, Benetton, Human Factors International, Pepperfry, AJIO, Max Fashion (Landmark Group), Milton, Kangaroo, Cognizant, TATA Class edge, Studio Lotus, JLL, EX2 India and over 100 other companies.

WUD has an active alumni network.

ADVISORY
BOARD

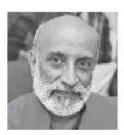Aligning University's activities with future Industry's needs

AG KRISHNA MENON
Architect

ARPITA BANERJEE
Principal-Life Sciences
Infosys

HARI NALLAN
CDO
Think Design

AMAN NATH
Founder & Chairman
Neemrana Hotels

ASHWINI DESHPANDE
Co-Founder & Director
Elephant Design

SHAILESH CHATURVEDI
CEO
Arvind Brands

AMARDEEP BEHL
Exhibition Designer & CEO
Design Habit

DOLLY AHLUWALIA
Actress & Costume Designer
Bollywood

PAUL INMAN
Pro-Vice-Chancellor (International),
University of Reading, UK

ARIANNA VIGNATI
Professor, Scuola del Design
Politecnico di Milano, Italy

GEETA CHANDRAN
Bharatanatyam Dancer
and Vocalist

PAYAL JAIN
Fashion Designer

LEADERSHIP AND FACULTY PROFILE

PROF. (DR.) NEENA SINGH ZUTSHI, DEAN ACADEMICS :

Neena is a product of School of Planning & Architecture, New Delhi at the undergraduate and doctoral levels and has a postgraduate qualification in Advanced Architectural Studies from UCL, London. Having lived and worked in diverse global locations, she has taught at Sushant School of Art and Architecture, Bilkent University, Ankara and Amity University among others and headed the school of architecture at Goenka University. Her research interest focuses on architectural treatises in the subcontinent and their contemporary relevance.

PROF. ANJAN CHAKRABORTY, DEAN (COMMUNICATION):

Anjan is a graduate of the National Institute of Design (NID, Ahmedabad) in Visual Communication (with specialization in Graphic Design). He has over 25+ years professional experience having worked for design agencies, publication and newspapers groups and as independent consultant. He has rich and diverse experience in areas such as Brand Identity Strategy and Promotion, Packaging, Exhibitions, NGO Communication, Publications, Newspapers and Design Education. Anjan has been associated with a number of Institutions including NIFT, SPA, NTA & NID (Delhi Cell).

PROF. SHALEEN SHARMA, DEAN (ARCHITECTURE):

Shaleen has been a practicing Architect for over 18 years and had been actively involved in academics on visiting basis with reputed institutions like University School of Architecture and Planning (USAP) Delhi and Kamla Raheja Vidyanidhi Institute for Architecture & Environmental Studies, Mumbai. Shaleen is also known for exploring the medium of film in the context of Architecture. He has made several documentaries for UGC on the subject of Architecture.

PROF. RAJAN SHRIPAD FULARI, DEAN (VISUAL ARTS):

Rajan Shripad Fulari acquired his degree of Fine Arts from the Goa College of Arts and master's from M S University, Vadodara in Gujarat. His works have been exhibited in Exhibitions at Portugal, Italy, France, Germany, Scotland, London, Canada, Abu Dhabi etc. He has been honoured with many prestigious awards and scholarship across India and abroad including the Yuva Surjana Puraskar by Govt. of Goa, National Scholarship & Junior Fellowship from Govt. of India, National Award from Rajasthan, Lalit Kala Akademi, AIFACS Award and artist in residency from Foundacao Oriente (Goa) for Portugal, Charles Wallace / British Council / Scottish Border Council for Scotland and recently McMaster University, Canada.

Recently he was appointed to the post of Secretary at Lalit Kala Akademi in New Delhi. He has worked as an assistant professor at College of Arts and Crafts, Lucknow University.

PROF. DEVENDER SINGH KHARB, DEAN (FASHION):

Devender is a Fashion Design graduate of NIFT and a post graduate of London College of Fashion, UK. His Graduate collection is part of the University of Arts archive and is being used by the university as a benchmark for its Masters Programme. Kharb has over 6 years of experience in academics and over 16 years work experience as a Buyer, merchandiser and designer of luxury fashion goods in Europe's design houses and high street suppliers in South Asia. He is also one of the founders and the creative head of 'The Infusion Store', an e-commerce platform for contemporary Asian fashion in Europe.

PROF. SANMITRA CHITTE, DEAN (BUSINESS):

Sanmitra Chitte is the President Association of Designers of India, Delhi NCR, an AIM Mentor of Change and Member of National Committee of Design at CII. She is an IIM fellow, an NID alumnus and a Polymath via multidisciplinary education being a multiple degree holder in Pharmacy, Animation, Graphic design, Design management, Innovation capacity building and Service Design. She has an experience of 20+ years in UX research, Design, Design thinking, Innovation capacity building, Business creation and Design management.

PROF. (DR.) PARUL PUROHIT VATS, DEAN (PERFORMING ARTS):

A talented danseuse, choreographer and educationalist, Dr. Vats holds a Visharad and Alankaar in Kathak from Akhil Bhartiya Gandharva Mahavidyalaya Mandal and a PhD in Music from Jai Narayan Vyas University, Jodhpur. She has also cleared her Grade 8 Performance Arts from Trinity College London, with distinction. She is an alumni of and has also been a faculty at Kadamb, Ahmedabad. She has also conducted various dance and drama workshops for the British Council, New Delhi. Her last assignment was as the Principal of Shriram Bharatiya Kala Kendra in New Delhi. Parul has performed on both national and international prosceniums and has been profusely awarded.

PROF. BALBIR SINGH DASILA, DEAN (DESIGN):

Balbir is a Master's in Design from the National Institute of Fashion Technology, NIFT Delhi, besides being CSIR UGC NET qualified, IBM certified - Enterprise Design Thinking Practitioner and having over twenty-four years of professional experience in teaching & practicing design. He has been a visiting faculty at NIFT, Delhi since 2001. Projects undertaken by him span throughout North America, Europe, Africa and Asia and includes prestigious events like the World Economic Forum WEF, Davos, Switzerland; AfricaIndia Summit at Addis Ababa in Ethiopia; and The India Shows in Pakistan, Indonesia, Ghana, Tanzania, Canada, South Africa, Singapore, Czech Republic, Sri Lanka. His work has been featured in WGSN, Trend Bible, Condé Nast Traveler, Elle Decor India, Design Sponge, Verve Magazine, lifestyleasia.com and lbb.in.

AANCHAL ARORA, Visiting Professor
BDes, Interior Design; MSc, Interior, PTU

ADITI PARIKH (AR.), Associate Professor
BArch, SVIT, Gujarat Univ.; MDes, SPA, Delhi

AKANSHA WADHWANI, Assistant Professor
BFA, Amity University, Noida; MFA, Jamia Millia Islamia

AKSHAY BHANDRAL, Assistant Professor
BArch, NIT, Hamirpur; MTech, IIT, Kharagpur

AKSHAY RAGHUVANSHI, Associate Professor
BFA, Amity University, Noida; MFA, Academy of Art University, USA

AMBIKA MAGOTRA, Professor
BSc, HAU, Hisar; MDes, NID, Ahmedabad

ANKIT KUMAR, Assistant Professor
BSc (CE), GHRCE, Nagpur; MFA (Game Design), Academy of Art, San Francisco

ANKIT SONI, Assistant Professor
MDes, Automobile Design, DYP University

ANSHIKA AGARWAL, Assistant Professor
BSc (Home Science), Rohilkhand Univ., MSc (Fabric & Apparel Science), DU

APARNA GWANDE, Associate Professor
BA, Delhi University; MMS, Pune Univ.; Dip. in MG, Arena; Dip. in Textile Design, BTE Delhi

ARZOO KADIAN (AR.), Assistant Professor
BArch, JNAFAU, Hyderabad; MPlan, DCRUST, Murthal

ATUL MAURYA, Associate Professor
BDes, NIFT Delhi; MA Business Design, Domus Academy, Italy

DEVRATH JOSHI, Associate Professor
BSc, DU; PG Dip (Film & Video), NID

DIGVIJAY SINGH (AR.), Assistant Professor
BArch, DCRUST, Murthal; MPlan, CEPT, Ahmedabad

HARSH MEHTA, Assistant Professor
BFA, Applied Arts, College of Art, Delhi; MVA, Applied Arts, MSU, Baroda

HEMANT SRIVASTAVA, Visiting Professor
BCom, EILLM Univ; MA, VFX & Animation

KOMAL GEHLETIA, Assistant Professor
BTech, MDU, Rohtak; MTech, DCRUST, Murthal

KARAN JAIN, Assistant Professor
BSc (Interior), PTU; MDes, Ambedkar Univ.

KUNAL DAHIYA, Associate Professor
BTech (IT), MDU Rohtak; MDes, NID

MADHURANJAN BHARTI, Assistant Professor
BDes, Accessory Design, NIFT Delhi

MANASA JAGIRI, Assistant Professor
Dip. Fashion Design, RMIT Univ., Australia; BDes (Fashion Design), RMIT Univ., Australia

MANU NARAIN, Assistant Professor
BFA, Animation, Amity Univ.; MFA, Game Development, Academy of Art Univ., USA

MEGHA KATYAL, Assistant Professor
BFA (Painting), College of Art, Delhi; MFA (Painting), College of Art, Delhi

MEENAKSHI SINGH, Visiting Professor
BDes, FIT, New York

MOHIT VERMA (AR.), Visiting Professor
BArch, TVB; MEkistics, JMI

PARAG CHITALE, Visiting Professor
BE, CSE; MDes, NID

PARUL DAWAR, Associate Professor
B.Tech, MDU, Rohtak; M.F. Tech, NIFT Delhi

PLAVILAVIL JOHN VARGHESE, Professor
BSc (Phy.), Bhartidasan Univ., Tiruchirapalli; PG Dip. (Textiles), NIFT, New Delhi

PRANJUL PANDEY, Visiting Professor
BE, Civil; MTech, Civil & Infra, IIT, Patna

PRASHANT PATIL, Assistant Professor
BFA, Pune Univ.; MFA, VBU, Santiniketan

PREETI YADAV (DR.), Associate Professor
BFA, RSA, Rajasthan; MVA; MPhil, Dr. B.R. Ambedkar Univ.; Ph.D., IIT Guwahati

PULAMA OINAM (AR.), Assistant Professor
BArch; MArch, SPA Delhi

RAJAT VERMA (AR.), Associate Professor
BArch, YCMOU, Nashik; MArch, GJUST, Hisar

RAJESH P., Assistant Professor
BE (Mechanical Engineering), Anna Univ., Chennai; MDes (Comm.), IIT, Mumbai

ROHIT KOTHARI, Assistant Professor
BDes (Product Design), Raffles College of Design & Commerce, Australia

RUCHI, Assistant Professor
BTech, MDU, Rohtak; MTech, DCRUST, Murthal; BEd, MDU, Rohtak

SACHIN SRIVASTAVA, Associate Professor
BPharm, KLEC, Hubli; MBA, VIT, Vellore

SHAKUN PREET KAUR, Professor
BTech (Mechanical), PTU; MTech (Mechanical), PTU; PhD, NIT, Kurukshetra

SIDDHARTH KUMAR (AR.), Visiting Prof.
BArch, SPA; MDes, IITD

SIKANDAR H. KHAN, Associate Professor
BFTech, Communication, NIFT, Mumbai; MA, Strategic Mktg., Univ. of Arts, London

SIMER PREET SOKHI, Assistant Professor
BDance (H), IKSV, Khairagarh; MDance (Bharatnatyam), Tamil Univ., Tanjore

SINDHU KUMARI, Assistant Professor
BSc, FDDI, Kolkata; MFM, NIFT, Kolkata

S.K. SATYAM, Assistant Professor
BDes (Fashion), NIFT Delhi

SONAM, Assistant Professor
BDes (Fashion Comm.), NIFT, Kangra

SUMIT SARKAR, Assistant Professor
BVA, Rabindra Bharti University, Kolkata; MVA, Visva Bharti University, Santiniketan

SURESH KUMAR, Associate Professor
BFA, Rajasthan School of Arts, Jaipur; MFA, JNVU, Jodhpur

SUYASH KHANEJA (DR.), Assistant Professor
BEd, CCSU, Meerut; PhD, Middlesex, UK

TILAK DEEPAK ROY, Assistant Professor
BDes (Transportation Design) MIT, Pune; MDes (Mobility & Vehicle), IIT Bombay

YASH DESAI, Assistant Professor
BVA, MSU, Baroda; MVA, MSU, Baroda

ADMISSION PROCESS

Entrance Exam

The purpose of entrance exam is to evaluate the aptitude of the student towards creative education and guide them to select the right career path according to his/her inherent skill sets.

World University of Design conducts DAT, AAT and GAT.

DAT & PG-DAT : Design Aptitude Test

For admission to UG/PG Design, Fashion & Communication programmes followed by a personal interview.

AAT & PG-AAT : Art Aptitude Test

For admission to UG/PG Visual Art programmes followed by a personal interview.

GAT & PG-GAT : General Aptitude Test

For admission to UG/PG Management & performing arts programmes followed by a personal interview.

WUD is a co-signee with IIT Bombay for sharing of CEED & UCEED results; with CollegeBoard for SAT results; and, Dalham Foundation for D-ART results and will accept their scores.

Valid scores of NIFT & NID exams will also be accepted in lieu of DAT.

WUD also accepts scores of CET, UGAT, CAT, XAT, GMAT, GRE, MAT & NMAT in lieu of GAT, PG-GAT.

Architecture Admission

Admission to the Architecture programme will be on the basis of marks obtained in the qualifying examination – NATA/ JEE or other exams as prescribed by the Council of Architecture. Candidates must submit their application along with a copy of their 10+2 marks card and NATA/ JEE score card.

The process of Admission to WUD programmes shall consist of the following stages:

Step 1. Fill the Admission Form

Students will need to send completed application form available on the website along with the application fee.

Step 2. Appear for Aptitude Test

The students shall appear in the aptitude test with the Admit Cards made available online. The students shall be shortlisted on the basis of their performance and the list of students qualifying the next stage would be announced online.

Step 3. Campus Interview

The student will appear in a personal interview conducted by a panel. The interview panel will ask questions related to the field of study selected by the student. Creative evidence (portfolio, drawings, photographs, crafts etc.) in hard copy may also be showcased.

Step 4. Offer of Admission* / Admission

Successful candidates will be made an offer of admission to join WUD. The offer will be sent via an email. Details regarding payment of fees at the time of admission, allotment of Hostel and date, time and venue for commencement of the academic session will be included in the admission letter.

*Offer of admission will be valid only for the particular programme opted for by the candidate in the given academic session. However, request for change of programme may be considered after the first semester, subject to availability of seats. In acceptance of the offer of admission to WUD, the candidates will have to appear in person at the campus along with original documents for verification and pay the required fees.

DISCOVER YOUR
STRENGTH

We are setting tomorrow's creative benchmark in today's world

UNDERGRADUATE DEGREES

Programs	Seats	Duration in Years	Eligibility
BDes - UX & Digital Product Design	40	4 *(With option to exit after 3 years with BSc Degree)*	• Sr. Secondary (10+2) with minimum 45% marks • Admission through Aptitude Test & Interview • UCEED/NID/NIFT qualified students will be preferred
BDes - Product Design	40		
BDes - Transportation Design	40		
BDes - Interior Architecture & Design	40		
BDes - Film & Video	40		
BDes - Graphic Communication Design	40		
BDes - Animation & Game Design	40		
BDes - Fashion Design	60		
BDes - Fashion Communication	40		
BDes - Textile Design	40		
BVA* - Creative Painting	40	4	• Sr. Secondary (10+2) with minimum 45% marks • Admission through Aptitude Test & Interview
BVA* - Digital Drawing & Illustration (Applied Arts)	40		
BBA - Design Strategy & Management *(option to choose from 2 cutting edge majors & 4 minors)*	30	3	• Sr. Secondary (10+2) with minimum 45% marks • Admission through Aptitude Test & Interview
BArch - Architecture	40	5	• Sr. Secondary (10+2) with minimum 50% marks in Maths, Physics & Chemistry. * Admission through NATA/JEE
BA(Hons.) - Built Environment & Habitat Studies	40	3	• Sr. Secondary (10+2) with minimum 45% marks • Admission through Aptitude Test & Interview
BPA - Dance / Music	40	4	• Sr. Secondary (10+2) with minimum 45% marks • Admission through Aptitude Test & Interview

POSTGRADUATE DEGREES

Programs	Seats	Duration in Years	Eligibility
MDes/ MSc - International Fashion Business	30	2	• Graduation with minimum 50% marks • Admission through Aptitude Test & Interview • CEED/NID/NIFT qualified students will be preferred
MDes/ MSc - User Experience & Interaction Design	30		
MDes/ MSc - Transportation Design	30		
MDes/ MSc - Industrial Design	30		
MDes/ MSc - Interior & Retail Design	30		
MDes/ MSc - Communication Design	30		
MDes/ MSc - Fashion Design	30		
MVA* - Contemporary Art Practices	30	2	• BFA/BVA with minimum 50% marks • Admission through Aptitude Test & Interview
MVA* - Art Education	30		
MVA* - Curatorial Practices in Art	30	2	• Graduation with minimum 50% marks • Admission through Aptitude Test & Interview
MBA - Design Strategy & Management *(option to choose from 2 cutting edge majors & 4 minors)*	30	2	• Graduation with minimum 50% marks • Admission through Aptitude Test & Interview
MBA (Executive)	30	2	• Graduation with minimum 50% marks and minimum 2 years of work experience
MPA - Dance / Music	30	2	• Graduation with minimum 50% marks with prior experience in one of the performing arts stream (Dance/Music/Theatre) • Admission through Aptitude Test & Interview

* BVA/ MVA were earlier called as BFA/ MFA

SCHOOL OF
PLANNING AND ARCHITECTURE

A school of architecture should be more than just a functional space. It should inspire!

ARCHITECTURE (5-year BArch)

Bachelor of Architecture program aims at attaining a high level of contextual excellence in architectural design. It equips students with the skills necessary for being effective professional architects and exposes them to the aesthetic, technical, social, political and ethical dimensions of the built environment. The first year of this program is considered to be the 'foundation year' where the focus is on developing basic drawing & computing skills. The following two years focus on the development of core competencies for architectural design and its representation through parametric design. The fourth and fifth years generally termed as advanced explorations allows students to focus on areas and practice domains of their choice. During the fourth year, students' intern for one semester with approved architectural offices anywhere in the world. During the tenth semester, students undertake individual capstone projects.

The program is centered on 'contextual studio exercises' where students resolve design problems based in a real context. Studios operate as learning communities where there are study trips and teachers take on the role of coaches supporting students in their learning quests.

In studios, students develop capacities and come up with technically and architecturally meaningful designs to communicate their ideas. Courses, seminars, and workshops run parallel to studios, exposing students to technology, history, architectural theory and various other allied fields to architecture.

Careers: Professional architects can build careers as independently practicing architects, as architects working within architectural firms, as academicians focused on teaching and research, or within governmental organizations and NGOs. Besides practicing as a professional Architect, they can also find employment as Urban designer, Urban planner, Landscape architect, Conservation architect, Product designer, etc. Many architects pursue postgraduate and doctoral studies where one can focus on fields such as architectural conservation or urban design or shift to allied professions such as urban planning or construction management.

BUILT ENVIRONMENT AND HABITAT STUDIES (3-year B.A [Hons])

Built Environment Studies is concerned with providing a liberal understanding of spatial designing within the context of urbanism. Studying and assessing the Impacts of a built environment on human and other animate beings in that surroundings is what will make us design with a consciousness.

Subjects in design, history, science, human behaviour, sustainability, sociology, digital production and communication methods come together in the analysis and production of a built form which can be celebrated through the ages.
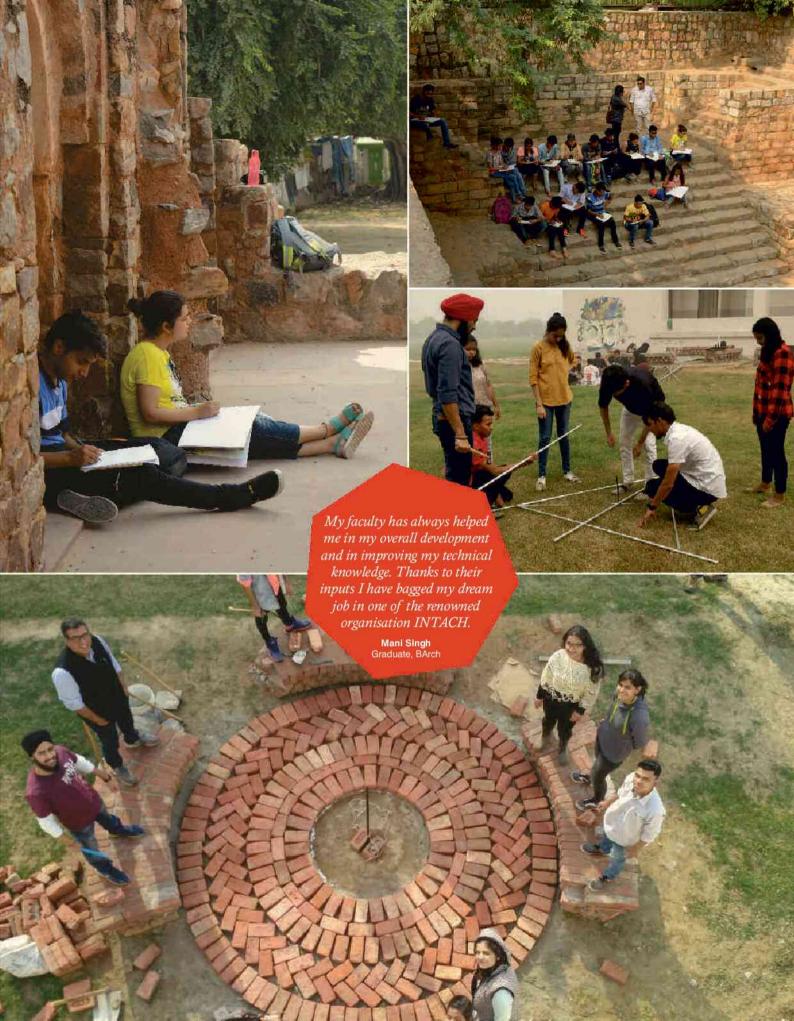
This course is designed to provide the skills and knowledge necessary to ultimately find a niche in the planning of a successful built environment system & profession, and to be a future leader in the design of the built environment. The course covers a range of subjects that are of relevance to the professional disciplines' that students may wish to follow in following years, also allowing them a high degree of choice, so that their studies can be better tailored according to their aptitudes and ambitions. The program is intended to be multi-disciplinary and aims to give better opportunities for future studies leading towards a well-planned future.

The course introduces a wide range of relevant disciplines including study of human settlements, universal design, sociology, sustainability, spatial planning, art & culture, behavioural science, environmental studies and impacts of various built environments.

Careers: Architectural assistant, built environment designer (in areas such as heritage), Policymaker, Architectural/ Built Environment journalist, researcher or educator, BIM modeler, Architectural renderer, Project manager, Consultants, Sociologists, Museum Curator.

> *The architecture program at WUD is the best in the region as the focus is on context-based learning with more hands-on work. The workshops & lectures have helped me relate the ideas learned in the classroom to real world projects and buildings.*
> **Ronak Dabas**
> BArch, Sem 7

My faculty has always helped me in my overall development and in improving my technical knowledge. Thanks to their inputs I have bagged my dream job in one of the renowned organisation INTACH.

Mani Singh
Graduate, BArch

SCHOOL OF DESIGN

Design creates culture, culture shapes values, values determine the future.

UX & DIGITAL PRODUCT DESIGN (4-year BDes)

Given the growing application of digital technology across most sectors and domains, the need for digital tools and application has never been more important. Individuals who marry the skills of creativity and design with the ability to build reliable and intelligent system will be increasingly in demand. This course is designed to achieve just such an interdisciplinary skill-set and equip graduates for many opportunities across many fields such as the arts, healthcare, intuitive products, entertainment/ games, mobile application development, multimedia, product/web design, cyber security, digital analytics and other immersive systems across all sectors; utilize both digital & physical prototyping tools for creative, computational & analytic discovery. There'll be an increasing focus on user experience, Interaction Design and Design Methods in all IT products and services.

Careers: A creative computing degree like this is a future-proof qualification that prepares for the job market of the future. One will gain the potential to become a full-stack developer, innovator and leader in the field, as also many transferable analytical, problem-solving and critical thinking skills that are in demand across a host of industries. Some examples of the kind of roles that will be open are - Games developer, 3D programmer, Web developer, and Multimedia programmer.

PRODUCT DESIGN (4-year BDes)

This flagship program of WUD gets students to understand the various approaches, processes and systems to address human needs by creating tangible products, systems and services; to be used in homes, workplaces, institutions, places of leisure and outdoor public spaces. The emphasis of the course is on learning-by-doing and it follows a comprehensive process. With the curriculum covering concepts like Design Process, Design Research, Ergonomics, Materials & Processes, History of Design, Design Ethnography, Green & Sustainable Design, Craft & Toy Design and System Design.

Careers: The graduates from Product Design discipline will find career in Design Studios, SMEs, or large organizations across diverse B2B and B2C market segments i.e. organization dealing with services, infrastructure and amenities like water treatment, waste treatment, thermal management, building Technologies etc. on one hand and companies manufacturing Consumer Durables, Consumer Electronics, Automotives, Personal Products, Craft products and Toys etc. on the other. Alternatively, they could also become Entrepreneurs by joining hands with graduates from other design disciplines or other professionals like engineering, marketing.

INTERIOR ARCHITECTURE & DESIGN (4-year BDes, 2-year MDes/MSc)

Interior Design program at WUD focuses on designing and planning of interior spaces for all kinds of human needs – interior and exterior - according to their functional hierarchies and inter-relationships, including components like furniture, storage, lighting, interior objects etc for added functionality and aesthetics. Courses would cover a blend of space design as well as design of furniture & lifestyle products. Technical and skill-based inputs like Ergonomics, Architectural drawing, Building technology, Prototype making etc will enable the students to look at spaces in holistic manner. There will be an extensive exposure to digital methods like Creo 3D, AutoCAD, RHINO 3D, Google Sketchup, AR/VR, AI and SolidWorks. Advanced design projects provide insights into various specialized fields. The curriculum also includes the study of art and design history, theory of spatial manipulation, drawing, structures, materials and processes, lighting and technology, typography, human factors, and the theory and specifics of designing commercial/ retail spaces.

The school offers two degrees in Interior Design - the undergraduate program (4 years) focuses on interior and design, the post graduate program (2 years) focuses on interior & retail design. Retail Design lies at the intersection of architecture, marketing, strategy and design of the built environment. The program takes an innovative and progressive approach to addressing design issues intrinsic to the evolution and transformation of retail environments. India is the second largest retail market in the world. The program is aligned to the typical needs of the Indian retail scenario and design brand spaces, but also for exhibitions, events, museums and film.

Careers: Graduates will find wide placement opportunities in architecture and interior design firms as well as in the

industries dealing in furniture, lighting, fitments and fixtures. The program also provides inputs to be a design entrepreneur.

TRANSPORTATION DESIGN (4-year BDes, 2-year MDes/MSc)

Mobility has always been a basic human need. The rapid economic growth of India demands a corresponding growth in its infrastructure, especially so in the field of transportation – of goods and people. The transportation design programs at WUD focuses not only on automotive and car design but also on transportation systems across land, water, air or even space; which enhance mobility for humans and commodities.

The program seeks to cover practical problem-solving as also solutions relevant to our future society and the environment. While topics like Emerging Technologies, Composites, Aero-dynamics, Fluid Dynamics, Automobile Engineering, Automotive modelling, Transportation for Specific Needs, Vehicle Packaging Design and use of Automotive Clay & GFRP will equip them with relevant knowledge, diverse practical projects will help students link their developmental skills, with knowledge and understanding.

Careers: This specialist transportation design course offered by WUD aims to provide students with the skills and understanding required of a creative designer in the transportation industry whether motorized or non-motorized, rural or urban, public or personal.

INDUSTRIAL DESIGN (2-year MDes/MSc)

Industrial Design as a profession empowers the professionals to design user centric products and systems related to industries like medical, computer, electronics, environment and many such verticals. An industrial designer is not just well versed in aesthetics but also has the engineering point of perspective to enable a better production technology for the product. The masters program is designed to build a critical mind that has basic

design, visualization, communication and engineering skills. Students learn through free hand sketches, computer aided design (using Autodesk, Autocad, Alias, Inventor, Rhino 3D, Sketchup Pro and Adobe Creative Cloud, etc.) various studio workshops (Metal, Plastic, Automotive Clay, Wood, Paint etc.), visiting lectures, and practical hands-on working with the materials. The program maintains close links with the industry, ensuring close touch with the latest developments in industrial processes, and keeping course relevant and comprehensive.

Careers: The opportunities out of this programme includes working for the industry, design or architectural studio or setting up an independent practice. Industrial Design imparts the learner with artistic bent, technological approach and marketing knowledge. He/she can be a designer at a manufacturer, a design consultant or even an entrepreneur. You can end up with designations such as - Product Designer, Design Consultant, Accessory Designer, Furniture Designer, Electronics Equipment Designer, etc.

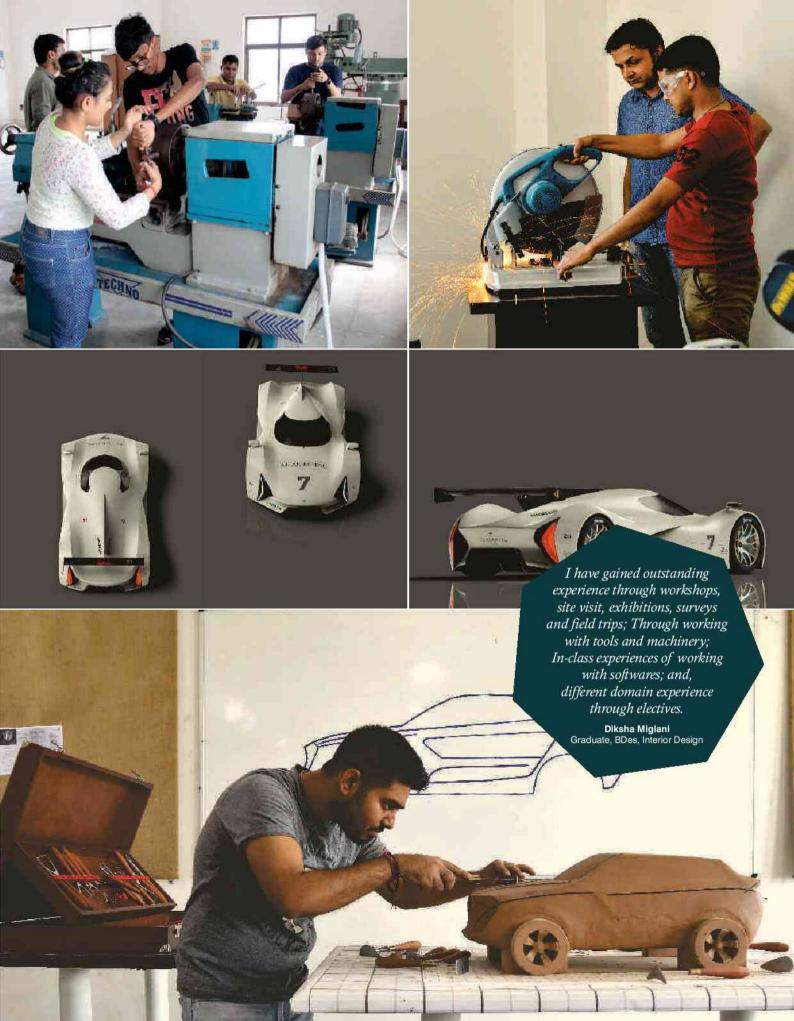### USER EXPERIENCE & INTERACTION DESIGN (2-year MDes/MSc)

This professionally focused, design-led course equips with the specialist skills to conceive, prototype and produce human-centered experiences in an interactive digital context. The future is going to be digitally heavy requiring creation of suitable experiences across industries. This masters program fits perfectly in the jig saw puzzle. The program focuses on digital technology and usability problems faced by computer users globally; consequently teaching the students the methodologies needed to address these problems. Emergent technologies are used to teach students on the design concepts and designing for the future. This makes the course challenging but attractive too. The methods and tools of user research are emphasized throughout and students will be working on live industry briefs covering varied topics such as UX for wearable technologies, smart cities, data

visualization and social transformation.

Careers: Graduates from the program will be for careers in Interaction Design, User Experience Design, User Research, Usability Analysts, Information Architecture, Digital Project Management, Creative Direction, Mobile Application Design, User Interface Design, Front End Web Development, Interactive Design & Web and Multimedia Design. Graduates can find jobs in business, industry, education, health, media, defence and government.

The MDes program and the ecosystem at WUD is multidisciplinary, up-to date, industry-and-research oriented. WUD engages us in truly interdisciplinary learning thus making us ready for ever changing design disciplines for the future".

Probin A
Post Graduate, MDes, Product Design

> *I have gained outstanding experience through workshops, site visit, exhibitions, surveys and field trips; Through working with tools and machinery; In-class experiences of working with softwares; and, different domain experience through electives.*
>
> **Diksha Miglani**
> Graduate, BDes, Interior Design

SCHOOL OF
FASHION

Fashion is an instant language. What you wear is how you present yourself to the World.

FASHION DESIGN (4-year BDes, 2-year MDes/MSc)

This flagship program prepares students for success at every level, from haute couture to ready-to-wear to the mass market. You'll learn the fundamentals of professional draping, patternmaking, and sewing techniques. You'll learn how to take a design from concept to finished garment. The course teaches important research methods, how to produce initial design ideas, and how to develop designs through to a finished 3D prototype and do a catwalk presentation.

The career trajectory of a fashion graduate has changed over the last few years. The School of Fashion programs addresses that with the incorporation of digital fashion design using Virtual Garment Design Softwares (CLO3D), 3D Scanners, 3D Printers, Artificial Intelligence, etc. The industry exposure includes training with top fashion companies, working in fashion events, and attending trade fairs both domestic and international including World Expos.

Faculty members are seasoned professionals with current experience. Top designers serve as critics, helping students create an original outfit. An internship at a leading fashion house gives you experience and valuable connections. Portfolio development, Work placement, and opportunity for international exchange with partner institutions give the extra edge.

Careers: With high-level design and technical skills, as well as a deep level of understanding of Cultural and Historical Studies students, are well prepared for higher studies, take up high-level jobs in the industry, or work as designers with their label.

FASHION COMMUNICATION (4-year BDes)

Most of the world is shifting to digital platforms and thus a course customized and chiseled for the phygital (physical and digital) needs of the brands (market).

The fashion communication industry now requires professionals to produce quality content in the form of words and images. This unique and exciting course provides the intellectual, practical, and professional skills that you need to succeed in a career in promotion & communication for the global fashion industry.

You have the opportunity to learn the fundamental skills of research, experimentation, and realization, as well as new practices and innovations within fashion promotion, communication, and image generation. Key study topics include Introduction to fashion, styling, and photography; design, visual and popular culture; fashion imaging and marketing; research, analysis, and interpretation; forecasting, advertising, marketing, and PR; styling and photography as narrative; portfolio, self-promotion and career planning; visual and critical analysis. All subjects will be taught in consideration of the critical and cultural context as also the global.

Our curriculum has been drafted keeping in mind the new media development and is an amalgamation of branding, communication, and marketing. We make sure that the students get well versed with both the conceptual and practical side of photography, videography, 3D scanning using our digital photographic equipment, studios, and exclusive workshops.

This course framework is agile and we include industrial software like CLO3D,

After Effects, Meshroom, Figma/Miro, Autodesk 3ds Max to name a few.

Careers: Graduates can work across a wide spectrum of careers- as brand managers, creative heads, writers, journalists, editors, stylists, photographers, art directors, set-designers, fashion show producers, illustrators, curators, archivists, researchers, and retailers.

TEXTILE DESIGN (4-year BDes)

The new-age Textiles Design program encompasses art, design, craft, and technology. Students in this field will acquire technical and conceptual skills to create soft products informed by material, purpose, and the sense of touch. A wide range of technical processes and topics including weaving, dyeing, printing, embellishment, surface design, felting, sewing, quilting, garment construction, knitting, crochet, laser cutting, digital print, and pattern design are covered. Students are encouraged to discover new ways of working through material experimentation and develop an individualized language of color, pattern, and texture, both planar and sculptural in form. The students will engage with new fashion technologies like Virtual Garment Design Softwares (CLO3D), 3D Scanners, 3D Printers, Artificial Intelligence, etc. The industry exposure includes training with top fashion companies, working in fashion events, and attending trade fairs both domestic and international including World Expos.

A textile design degree can lead to multiple creative careers including Educator, Colour and Trim Designer, Costume Designer, Fashion Accessories Designer, Furniture Designer, Museum

Textile Restoration, Prop Designer, Surface Designer, Textile Designer, Tile Designer, Visual Merchandiser, Weaving Artist, etc.

INTERNATIONAL FASHION BUSINESS
(2-year MDes/MSc)

The International Fashion Business program is designed to forge a leader in the global world of the fashion business. Offered in collaboration with the School of Management, the master's program comprises of three main focus areas; (a) Fashion knowledge & Analysis: fashion cycle, fashion studies, fashion trend forecasting, analytics, quantitative methods, and design thinking (b) Data analysis & planning: digital marketing, omnichannel marketing, data analysis, & strategic planning, and (c) Business Application: import/export, domestic retail, overseas commercial development, fashion operations, online and offline distribution.

The course is designed to offer an opportunity to study international fashion business in a creative environment to students with a range of ambitions and interests in fashion who do not, however, aspire to be fashion designers. The students will have unprecedented access to collaborative partnerships throughout their course. Besides working closely with the students of our fashion design & fashion communication courses, the students will also work on collaborative class projects with students from International Colleges and Universities each semester.

Classroom projects include research, design, and launch of fashion brands for both domestic and international markets; developing marketing strategies, branding, and marketing collateral, websites, and preparing project plans for VC funding. The students can also choose to go on an international semester exchange program with our partner universities.

Studying at WUD has brought an added value to my life. It has provided numerous platforms to give us exposure, enhance our skills and an opportunities to showcase including participation in the Fashion Week.

Sheetal Sharma
Post Graduate,
MDes, Fashion Design

SCHOOL OF COMMUNICATION

Visual communication should be seen as the embodiment of form & function, the integration of the beautiful & useful.

GRAPHIC COMMUNICATION DESIGN (4-year BDes, 2-year MDes/MSc)

The program prepares a sound theoretical and conceptual understanding besides imparting software application skills, thus preparing a thoroughly professional graphic designer. Graphic design is a creative, strategic, managerial, and technical activity that helps produce visual solutions to communication problems. A Graphic Design would typically be able to integrate the idioms and approaches of diverse disciplines such as science, medicine, engineering and information technology into a cross-disciplinary input to achieve a collaborative, multi-dimensional and hybrid visual output.

Graphic Design is one aspect of Communication Design that's focused around on topics like typography and type design, illustration and photography, packaging and print design, signage design and corporate identity systems. IT applications add fields of computer graphics, multimedia and web design. Students learn to use professionally software like Adobe Creative Cloud, Sound forge etc.

Careers: A Graphic Communication Design graduate will be able to engage in identity design; typography; editorial and publication design; information design; illustration; photography; packaging; design for social impact; broadcast graphics and film titles, web and game interface design; interaction, environmental and exhibition graphics; merchandise; signage and pictogram systems; data visualization; and any other activity within print, online and offline shaping of visual form.

ANIMATION & GAME DESIGN (4-year BDes)

Animation & Gaming Industry in India is acquiring a global identity providing many employment opportunities around the globe. Animation is inherently linked to the game design. They are identified as economic boosting areas for India. With the technology advancement in VR and AR and penetration across mobiles, tablets, consoles and PCs, gaming industry is exploding continuously. Animation & Game Design course at WUD prepares students to create solutions to complex problems using animation and gaming as a creative medium. The courses of study exclusively deal with Animation, Games & on a large scale, the entertainment industry.

Students will be equipped with skills and techniques of animation such as a Visual Development for Animation & Games, Personality & Caricature, Fundamentals of Animation, Character Design & Story Boarding, Stop-motion, Visual Effects, VFX for Film & Games, 2D Art, 3D Art, Strategy, Game Psychology, Level Design and CGI skill-set with training of Industry Standard Software along with Industry professionals/ experts guidance and support. Students will be trained in various facets like Game Art and Game Design with the understanding of the psychology of gaming design. The students go through the entire production pipeline and process right from ideation to screen for an Animation film making. The essential grasp over the narrative content combined with proficiency with animation design techniques goes toward creating an effective piece of communication.

The course strikes a balance between technology & art, the ever-evolving trends and changing technology are integrated seamlessly in the design process. The program facilitates Industry Internship as well as Industry Project with chances of Student Exchange with reputed Universities abroad like VFS and ECUAD.

Careers: There are huge prospects in Game Design career. Today gaming finds a use not only in entertainment industry, but in Education, Banking, Marketing, Sports, Aviation and many other verticals. With more organisations leveraging AR/VR technologies, game designers are also very much in demand in creating virtual walkthroughs, spatial design & environments for architects, interior designers, VFX and film companies. A learner can develop his career as Art Director, Concept Designer, Environment Designer, Level Designer, Gaming Artist, Game Developer, Game Tester, Game Decoder, porting, etc., based on their own strengths and interest areas. Today, there are lot of gaming studios and companies in India. The demand is drastically increasing especially in Mobile and Social gaming sector, which also strongly increases the scope of Entrepreneurship in the Industry.

FILM & VIDEO (4-year BDes)

The course has been designed keeping in mind the socio-technical change brought about by the advent of Digital Technology, making film and video format accessible to all as a tool of self-expression, social communication, corporate branding and pure entertainment. With a strong emphasis on narrative content, the course will sensitize students to the concepts of design in cinema and its application, and also get them to master the craftsmanship and its allied tools. They will observe, creatively

participate and construct films from all genres.

Topics like Photography, Instructional Films Making, Film Language / Film Theory, Cinematography, Editing, Script Writing, Production Design etc., will help develop a strong conceptual understanding of all important aspects of Film and Video Design. Inputs in basic Documentary Films, Fictional Film, Music Video, Promotional Films, Advertisement Films, Multi-camera, Instructional Films and Exploratory Documentary will add depth to the program. This diversified yet specialized approach to cinema will provide the scope to find space and excel in their field of expertise in this vast world of cinema

Careers: After undergoing the comprehensive FVD course, the students find their calling in various aspects of film making as writer, directors, cinematographer, editor, VFX designer, art director etc. While graduates may make a rewarding career as a freelance film-maker, scope also exist for working in production houses and companies.

WUD takes a genuine interest in their students and provide them with the tools and resources to succeed. The community is diverse, students driven and the faculty is passionate and approachable.

Mrudula Purohit
BDes, Graphic Comm., Sem 7

SCHOOL OF
VISUAL ARTS

Art is a visual language. You just need to perfect your alphabets.

CREATIVE PAINTING (4-year BVA)

Painting and Drawing fuses traditional expertise and technique with cutting-edge contemporary approaches to art making. In this program, you can study virtually every approach to painting and drawing, from traditional oil painting to graphic novel production and 3D spatial installation.

You will explore mediums and their versatility through paint application, tools and techniques along with the formal language of painting and its use in abstract, figurative and hybrid/expanded modes.

As active professional artists, our faculty brings insight into the exciting and complex world of art. Our aim is for you to leave the program with an understanding of your own intentions and visual language, strategies for sustaining an artistic practice, critical thinking skills, an understanding of historical context as also contemporary possibilities of painting and drawing.

Careers: Your degree can lead to many paths such as - Practicing artist, Gallery or museum curator, Commercial artist, Graphic designer/ novelist, Medical illustrator, Arts administrator, Exhibition designer, Graduate studies in visual art.

DIGITAL DRAWING & ILLUSTRATION (4-year BVA)

This is a unique undergraduate course specially designed to keep pace with changing technology and its role in art and culture. The curriculum integrates traditional art forms with digital technologies that further the dimensions of these mediums.

Digital Drawing & Illustration students will develop skills with a variety software-based skills, yet constantly being exposed to traditional media methods and conceptual drawing and painting skills. They will also be taught to integrate their works with photography and animation. Critical thinking, innovation, self-assessment and presentation techniques are an important part of the course along with direct industry exposure.

Careers: Digital drawing & painting is a key skill and ability sought after across all creative industries. Drawing based visualization and illustration skills are required in the product, automobile, textile, graphic and fashion design industries along with a heavy demand from the printing and publishing industry. Professionals are also required for concept mappings, storyboarding, animation and comic industries.

CURATORIAL PRACTICES IN ART (2-year MVA)

This first MVA of its kind in the country prepares students to expand the role of curators in connecting art, artists, and communities--engaging audiences more effectively by proposing alternative models of exhibition-making, institution-building, and social justice through art. A hands-on curriculum balances collaboration and socially engaged practices with academic research in history and theory. Students work in diverse experimental contexts & formats, with alternative models of exhibition planning. Designed to forge links among artists, institutions, and communities, the program promotes a collaborative culture linking diverse audiences, and local issues to global discourses. Through real-world collaborative exhibits, students will be expected to raise awareness, bridge societal gaps, and catalyze exchanges across various disciplines.

The program seeks students with diverse backgrounds, including applied arts graduates, liberal arts and science graduates, or working professionals in education, social work, or art or non-profit management who wish to engage in advanced research and use projects to explore the role of a curator.

Careers: Graduates of the program will be cultural leaders committed to working in an interactive, inclusive process, and having a deep understanding of the complex role curators can play within cultural institutions, galleries, the art market, and their communities.

ART EDUCATION (2-year MVA)

This course is designed for and focused on preparing art educators for the future. The pedagogical approach is towards creating art educators who are fully aware of the needs of a global and diverse society, are highly knowledgeable about art, its concepts and his histories, along with having the presentation and interpersonal skills required for good teaching. Along with opening up of perception and enhancement in skill, the course also cultivates the innovative kind of intellect and creative sensibilities. The course integrates art history, art criticism, along with studio, community and public art making stressing on how art education can influence societal beliefs and value systems.

Careers: The program inculcates skills such as leadership, critical thinking, and better communication. A variety of career paths are available for graduates of art education programs such as art teachers to children, teenagers or even adults.
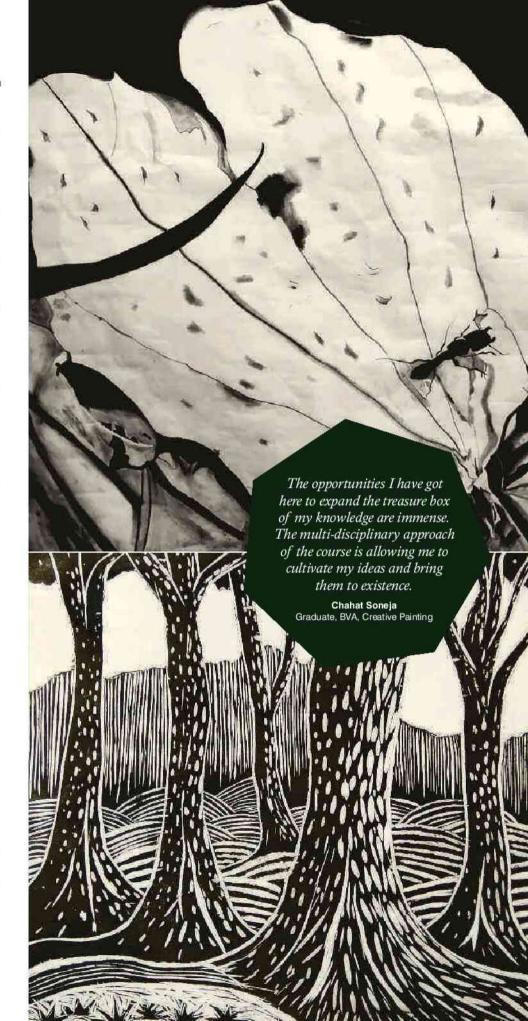
Others may choose to work as curriculum directors. Possible options also include working as a museum curator or running an art studio. They may become full-time professional artists or decide to supplement their full-time jobs as part-time artists taking commission work.

CONTEMPORARY ART PRACTICES (2-year MVA)

Contemporary Art Practice is changing dramatically. Artists react to observations of the world we live in, translating experience into art production and interventions. Merging genres and media and creating new contexts for the expanding field of art practice. The Master's program in Contemporary Art Practice emphasizes on art meeting the public and creation of a framework for an individual history of practice. The studio based program encourages practices that are speculative and reflective, encouraging work in a range of media. It is concerned with ways of learning that are experiential – embodied through and understood by the acquisition of a practice.

Students produce artworks and projects in a family of media, adapting approaches drawn from an increasingly wide array of subject disciplines. The program also involves the theoretical study of this family of media and approaches, drawing on related fields and methods. Media-related disciplines include sculpture, painting and printmaking, photography, audio visual and new media. The program also encompasses approaches to practice that are non media-specific, including intermedia, time-based arts, performance, installation, social-practice, education and art writing.

Careers: The program is aimed at professional artists who want to develop a more ambitious artistic practice by extending their practical, theoretical, organisational and economic knowledge. It develops from a broad to a specialist understanding of the technical resources and validating contexts in which artists work today.

The opportunities I have got here to expand the treasure box of my knowledge are immense. The multi-disciplinary approach of the course is allowing me to cultivate my ideas and bring them to existence.

Chahat Soneja
Graduate, BVA, Creative Painting

SCHOOL OF BUSINESS

Management is efficiency in climbing the ladder of success; strategy determines whether the ladder is leaning against the right wall.

WUD's BBA and MBA programmes take a holistic approach in moulding students into well-rounded management professionals. In addition to building student's knowledge base and competencies in the selected area of specialisation, the focus is on applied learning, honing their thinking abilities, leadership & life skills. Learning at WUD is experiential, stimulated with case studies, live projects, problem-solving projects, industry interactions, internship & more. Industry is brought in through various interesting means to ensure practice meets theory in all functional areas. Scores of companies visit campus for various engagements, expose students to thinkers, experts, entrepreneurs & highly committed industry professionals, thereby enhancing their learning experience & making them industry ready.

Pedagogically, students undergo a full general management immersion in the domains of Marketing, Finance, Accounting, Organisational Behaviour, Economics and Communications. Parallelly they work on their chosen area of specialization creating a powerful blend of functional capabilities and competencies in Business Sciences. They can also opt to have a minor specialization in either Marketing, Finance, Operations or HR.

The concentration offered is -

DESIGN STRATEGY & MANAGEMENT (3-year BBA, 2-year MBA/ MBA Exec.)

This programme transforms you into a manager *extraordinaire*. By the end of this programme, you would gain adequate competence enabling them to understand and map the opportunities and design transformational strategies, manage innovation and new business development in any of all the diverse sectors from products to services, governance, crafts to ICT, life and entertainment, etc. and will be equally equipped to enter any industry, social enterprises, consultancy or jobs always contributing to the top management function either as team players or as team leaders or even initiate start-ups. In an interdisciplinary way, this concentration would have you actively practice Design Strategy & Human Centered Design through a pathway of studio courses that teach how to use market insights to build products, create experiences, and launch businesses.

Two major specializations are offered within:

(a) Data Analytics, Artificial Intelligence & Design Thinking (DA.AI.DT)

Harnessing the potential of emerging disruptive technologies such as data science, artificial intelligence & machine learning requires a new set of professional skills. Business world in coming times will be driven by individuals with expertise to apply these skills to organizational needs and strategies while navigating the ethical, psychological, and societal implications. The program aims to dramatically enhance the ability to make informed decisions of high quality, by making most optimal use of emerging technologies, human centred design and application of design thinking. Design Thinking skills imparted through a hands-on learning journey will help you develop the creative-thinking skills needed to innovate in any organisational context. By elevating your creative thinking skills, you will return to work able to develop and support a creative culture within your organisation. A culture that is capable of confidently pushing and sustaining innovative efforts.

(b) Service Design

This concentration is aimed at future leaders and managers of service-based organizations. It is not sector specific and applies to a wide range of industries including healthcare, finance, IT, travel, retail, education and even oil and gas. The course examines the complex cultural, technological, and systemic issues facing businesses and governments to create new services for now and the future. The programme will prepare students on (a) creation of new consumer services by identifying human needs via Human Centred Design, transformational services, and delivery in complex organisations, for example in retail, banking and hospitality, (b) development & innovation in public service and policy in areas such as transportation, health and education, and (c) speculative futures to envision radically new services and user experiences driven by technological, environmental and social challenges. Graduating students will be able to find placements in transport, tele-communications, financial services and retail companies, leading consultancies, government departments and international organisations.
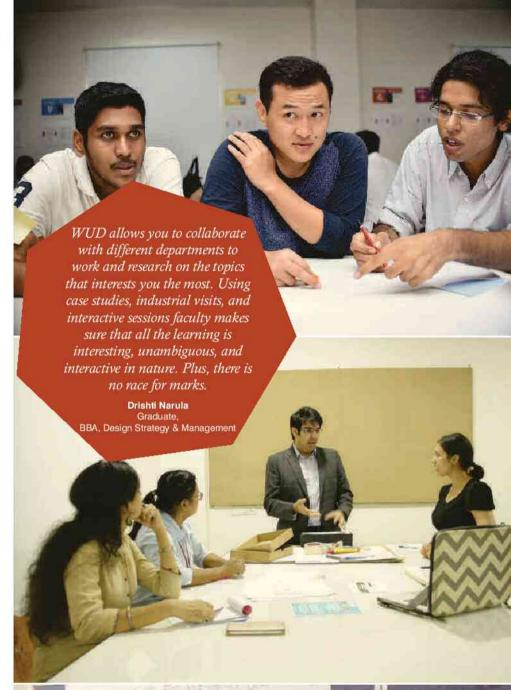
FASHION BUSINESS MANAGEMENT
(3-year BBA)

The fashion industry is more diverse than ever and has an array of career paths ranging from strategic to creative, financial and even entrepreneurial. By gaining insight on all facets of the fashion business, from trend prediction and analysis to retailing and marketing; and also getting inputs in event management, HR, product management, brand management and customer service management our graduates can become among the future pioneers shaping the fashion world and catering to the evolving needs of the global fashion consumer.

Students will be able to tap into the broad range of available career options (including buying, merchandising, marketing, branding, PR, Publishing & Creative Direction, and launching their own businesses (e-business or brick-n-mortar) and will be encouraged to exhibit their own, diverse interests in the work they produce. They can also be the one identifying and creating the demand for products created by fashion designers. Areas of employment include fashion entrepreneur, design director, fashion consultant, fashion forecaster, fashion merchandiser/buyer etc.

WUD allows you to collaborate with different departments to work and research on the topics that interests you the most. Using case studies, industrial visits, and interactive sessions faculty makes sure that all the learning is interesting, unambiguous, and interactive in nature. Plus, there is no race for marks.

Drishti Narula
Graduate,
BBA, Design Strategy & Management

At WUD I got the support and confidence to grow both personally and professionally. I have gained practical and application based knowledge. The faculty members are helpful, open and supportive; and the campus is student-friendly, beautiful and full of limitless opportunities.

Navya Bhardwaj
Graduate,
BBA, Design Strategy & Management

SCHOOL OF
PERFORMING ARTS

"Art doesn't give rise to anything in us that isn't already there. It simply stirs our curious consciousness and sparks a fire that illuminates who we have always wanted to be." Kamand Kojouri

The world of performing arts is constantly evolving and dynamic, impacting our world in every sphere in unseen ways. A study of the performing arts therefore, must include linked expressions of individual, communal and societal identities. The ancient texts in Indian philosophy have integrated the context of performance within our collective identity. Across eight codified classical dance forms, two distinct streams of classical music, clearly etched definition of *Natya* (theatre), along with myriad folk, ritualistic and regional presentations, these forms emphasise the definition of *Sangeetam* as a combination of Dance, Music and Theatre, as defined in the *Natyashatra*.

At WUD, we believe that the confluence of the performing arts creates a microcosm of the universe and that the performing arts influence and are informed by, perception of culture, gender, politics and regionality. We believe that the Performing Arts professional must not only be an expert in the field of specialisation, but also a thorough generalist in terms of performance management, production, promotion and presentation. Towards this, our PA program includes a strong element of cultural management. We aim to fulfil the quest of a significant section of the youth of tomorrow, by offering them the opportunity to build a career in not only the entertainment industry – a prime ground for the performing arts- but also in the corporate and developmental world.

All the courses include elements of cross-media communication, both written spoken formats, language and presentation skills, storytelling as a core of the art of performance and acting *(abhinaya)* as an indivisible part of mastering the arts. Management is a core stream running through all the learning initiatives, preparing the students for a robust and buttressed future in the industry.

The advantage of WUD with its exclusive focus on design and design management, enriches the programs with industry and academic experts from all the allied sectors that influence the performing arts. Our students engage in the art through the crafts of the trade, with a liberal segment of the learning transmitted through practical and experiential elements of instruction. They learn to understand, explore, comprehend, interpret, analyse, observe and create the integral constituents of culture as derived from performing arts.

The course, with its strong focus on industry requirements and wide-based curriculum for a holistic understanding of the impact and implementation of the performing arts genre, prepares our students for a career in almost any field – academic instruction, media across stage, film and television, corporate institutions in the role of Human Resource enablers, event management and promotional agencies, production companies and both national and international community-led behavioural change initiatives.
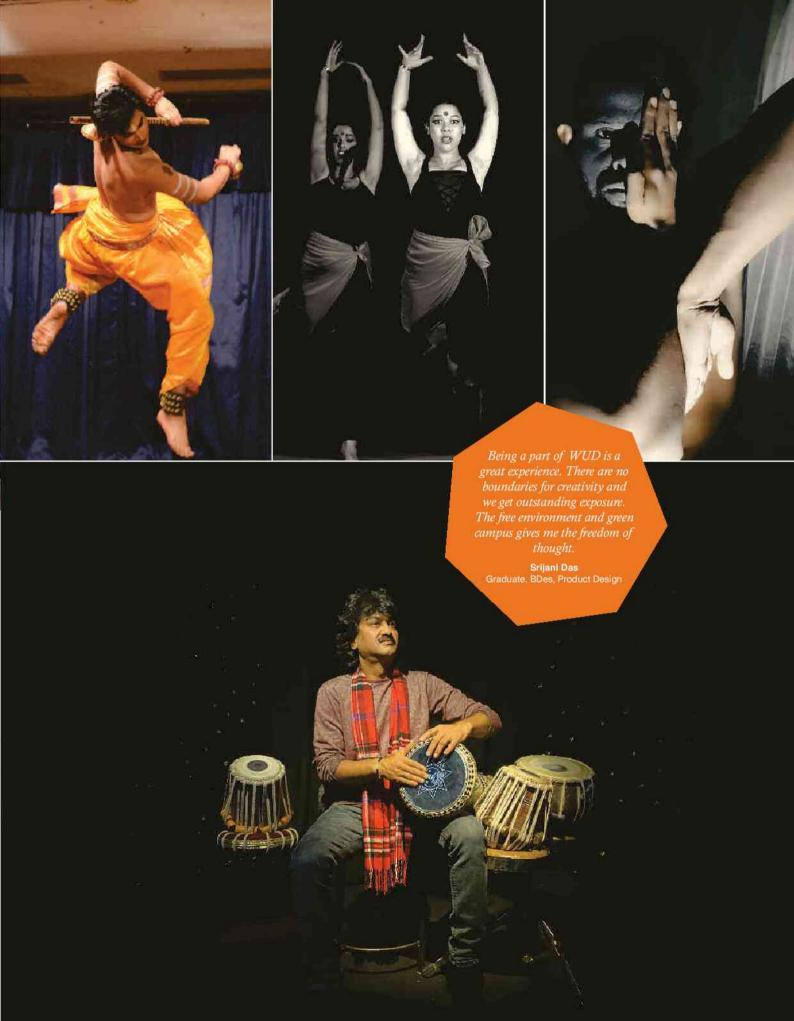
DANCE/ MUSIC (4-year BPA)

The undergraduate course will prepare the student with a strong base in the theories of performance, the nuances of the classical, folk and contemporary arts, the rudiments of production and presentation along with rigorous insight into the field of specialisation viz: Dance (classical/contemporary) or Music Studies(Classical/modern). They will be exposed to the practical and theoretical practices of performance and introduced to literary, historical, traditional and cultural explorations of performing arts across cultures. As an extension of the learning received during the current crisis, the students will also be taught the use and control of digital media to promote and present the performing arts.

DANCE/ MUSIC (2-year MPA)

The master's program builds into the project and research-based inquiry of the subject and prepares the student to emerge an expert in the interdisciplinary application and negotiation of the knowledge of performing arts to negotiate and mould social and cultural behaviours. They will also engage in a largely project-based study of the implementation of these learnings and produce research studies on the impact of the performing arts on history and technology. The program is largely oriented towards producing cultural administrators.

Chath Piersath- Everything around you can use. It's like your tools and your material. Whether it's in performing arts like dance, or visual arts, or poetry, a lot of those elements can come and help you, can trigger your creativity. But you have to be open, be aware, and you have to be ready to look.

Being a part of WUD is a great experience. There are no boundaries for creativity and we get outstanding exposure. The free environment and green campus gives me the freedom of thought.

Srijani Das
Graduate, BDes, Product Design

FEE STRUCTURE
& REFUND POLICY

DEGREE	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total (in ₹)
Bachelor of Design (BDes) (All specialisations)	3,20,000	3,20,000	3,20,000	3,20,000		12,80,000
Bachelor of Design (BDes) (Animation & Game Design)	3,50,000	3,50,000	3,50,000	3,50,000		14,00,000
Bachelor of Science (BSc) (All specialisations)	3,20,000	3,20,000	3,20,000			9,60,000
Bachelor of Science (BSc) (Animation & Game Design)	3,50,000	3,50,000	3,50,000			10,50,000
Bachelor of Visual Arts (BVA*)	90,000	90,000	90,000	90,000		3,60,000
Bachelor of Business Administration (BBA)	1,78,500	1,78,500	1,78,500			5,35,500
Bachelor of Architecture (BArch)	1,68,000	1,68,000	1,68,000	1,68,000	1,68,000	8,40,000
Bachelor of Arts (BA (Hons.))	1,68,000	1,68,000	1,68,000			5,04,000
Bachelor of Performing Arts (BPA)	1,20,000	1,20,000	1,20,000	1,20,000		4,80,000
Master of Design/ Science (MDes / MSc)	3,50,000	3,50,000				7,00,000
Master of Visual Arts (MVA*)	1,10,000	1,10,000				2,20,000
Master of Performing Arts (MPA)	1,35,000	1,35,000				2,70,000
Master of Business Administration (MBA)	4,72,500	4,72,500				9,45,000

* BVA/MVA were earlier called as BFA/MFA

Charges at the time of Admission *(One time, non refundable)*

Application Processing	1,000
Registration Fee	18,000

Charges at the time of Admission *(One time, refundable)*

Security Deposit	10,000

Annual Hostel Charges (For year 2023-24 only. Subject to change annually)

	Hostel/Electricity/Services	Mess Charges	Total (in ₹)
Boys/ Girls (Twin/Triple sharing)(Subject to availability)	82,500	82,500	1,65,000

REFUND POLICY

The University follows the fees refund policy as laid down by the UGC in its letter No. D.O. 1-3/2007 (CPP-II) dated 6th Dec, 2016. If a student chooses to withdraw from the program of study in which he/she is enrolled, the University will refund the fees as per the following norms within 15 days of the receipt of the written application.

Sr. No.	Point of time when notice of withdrawal of admission is served to HEI	Percentage of Refund of fees*
1.	15 days before the formally-notified last date of admission.	100%
2.	Not more than 15 days after the formally-notified last date of admission.	80%
3.	More than 15 days but less than 30 days after formally-notified last date of admission.	50%
4.	More than 30 days after formally-notified last date of admission.	00%

(*Inclusive of course fees and non-tuition fees but exclusive of application and registration fees). In case of (1) in the table above, the University will deduct an amount of 10% of the aggregate fees as processing charges from the refundable amount.

SCHOLARSHIPS

World University of Design strongly believes in nurturing and encouraging the brightest minds to transform them into lifelong learners and leaders. To acknowledge such high potential academic achievers, World University of Design offers generous on -admission scholarships covering part academic fee for the entire duration of the program.

For Under Graduate Degree Programmes		Design/ Fashion/ Communication (All UG except AGD)	Design (Animation & Game Design)	Architecture (UG)	Visual Arts (UG)	Performing Arts (UG)	Management (UG)
Prescribed Academic Fee		12,80,000	14,00,000	8,40,000	3,60,000	4,80,000	5,35,500
A	Scholarship Amount	6,40,000	7,00,000	4,20,000	1,80,000	2,40,000	2,67,750
A	Net Fee Payable	6,40,000	7,00,000	4,20,000	1,80,000	2,40,000	2,67,750
B	Scholarship Amount	4,48,000	4,90,000	2,94,000	1,26,000	1,68,000	1,87,425
B	Net Fee Payable	8,32,000	9,10,000	5,46,000	2,34,000	3,12,000	3,48,075
C	Scholarship Amount	2,56,000	2,80,000	1,68,000	72,000	96,000	1,07,100
C	Net Fee Payable	10,24,000	11,20,000	6,72,000	2,88,000	3,84,000	4,28,400

For Post Graduate Degree Programmes		Design/ Fashion/ Communication (All PG)	Visual Arts (PG)	Performing Arts (PG)	Management (PG)
Prescribed Academic Fee		7,00,000	2,20,000	2,70,000	9,45,000
D	Scholarship Amount	2,45,000	77,000	94,500	3,30,750
D	Net Fee Payable	4,55,000	1,43,000	1,75,500	6,14,250
E	Scholarship Amount	1,40,000	44,000	54,000	1,89,000
E	Net Fee Payable	5,60,000	1,76,000	2,16,000	7,56,000

I. Scholarship Rules & Regulations:

- These scholarship offers are valid at the time of admission only. They cannot be claimed later under any circumstances
- For continuation of the scholarships, students must continue to meet pre-defined academic standards including maintaining a minimum CGPA of 7.0 and the minimum attendance criteria every semester.
- If a student fails to fulfill the scholarship continuation criteria, the scholarship will be withdrawn and he/she would be required to pay full fees for the rest of the program*.
- The net scholarship amount will be adjusted against the fee payable on an annual basis.
- Only one kind of scholarship can be availed by one student.
- In aggregate percentage Physical Education/ Fine Arts/ Performing Arts/ Vocational/ Non-written subjects will not be considered.
- No amount of scholarship will be paid in cash.
- Scholarship offers applies only to those students who have appeared for and cleared the Aptitude Test & Interview and their admission is granted.
- Scholarships will be awarded to 10% of total enrolled strength in each case on a first come first serve basis.

	Design/ Fashion/ Communication (All UG)	Architecture (UG)	Visual Arts/ Performing Arts (UG)	Management (UG)
A	1. 92.1% & above aggregate in 10+2 of CBSE or equivalent 2. NID Rank ≤ 250 3. NIFT Rank ≤ 1000 4. UCEED Rank ≤ 500 5. WUD Entrance Score ≥ 80%	6. 92.1% & above aggregate in 10+2 of CBSE or equivalent 7. NATA Score ≥ 125 8. JEE Paper 2 Score ≥ 240 or ≥ 95 %ile	9. 92.1% & above aggregate in 10+2 of CBSE or equivalent 10. WUD Entrance Score ≥ 80%	11. 92.1% & above aggregate in 10+2 of CBSE or equivalent 12. CET Rank ≤ 500 13. WUD Entrance Score ≥ 75%
B	1. 87.1 to 92% aggregate in 10+2 of CBSE or equivalent 2. NID Rank 251 – 500 3. NIFT Rank 1001 – 1500 4. UCEED Rank 501 – 750 5. WUD Entrance Score 70-79.9%	6. 87.1 to 92% aggregate in 10+2 of CBSE or equivalent 7. NATA Score 110-124.9 8. JEE Paper 2 Score 225-239.9 or ≥90 %ile	9. 87.1 to 92% aggregate in 10+2 of CBSE or equivalent 10. WUD Entrance Score 71-79.9%	11. 87.1 to 92% aggregate in 10+2 of CBSE or equivalent 12. CET Rank 500-700 13. WUD Entrance Score 61-75%
C	1. 80 to 87% aggregate in 10+2 of CBSE or equivalent 2. NID Rank 501 – 750 3. NIFT Rank 1501 – 3000 4. UCEED Rank 751 – 1000 5. WUD Entrance Score 60-69.9%	6. 80 to 87% aggregate in 10+2 of CBSE or equivalent 7. NATA Score 100-109.9 8. JEE Paper 2 Score 210-224.9 or ≥80 %ile	9. 80 to 87% aggregate in 10+2 of CBSE or equivalent 10. WUD Entrance Score 60-69.9%	11. 80 to 87% aggregate in 10+2 of CBSE or equivalent 12. CET Rank 701-1000 13. WUD Entrance Score 50-60%

	Design/ Fashion/ Communication (All PG)	Visual Arts/ Performing Arts (PG)	Management (PG)
D	1. 70% & above aggregate in Graduation 2. CEED Rank ≤ 500 3. WUD Entrance Score ≥ 80% 4. NID/NIFT Rank ≤ 200	5. 70% & above aggregate in Graduation 6. WUD Entrance Score ≥ 75%	7. 70% & above aggregate in Graduation 8. WUD Entrance Score ≥ 80% 9. 80 %ile & above in CAT/ XAT 10. 650 & above score in GMAT 11. 320 & above score in GRE 12. 90 %ile & above in MAT 13. 85%ile & above in NMAT
E	1. 60-69.9% aggregate in Graduation 2. CEED Rank 501-1000 3. WUD Entrance Score 70-79.9% 4. NID/NIFT Rank ≤ 400	5. 60-69.9% aggregate in Graduation 6. WUD Entrance Score 61-75%	7. 60-69.9% aggregate in Graduation 8. WUD Entrance Score 65-79.9% 9. 70-79.9 %ile in CAT/ XAT 10. 550 - 649 score in GMAT 11. 306 - 319 score in GRE 12. 80-89.9 %ile in MAT 13. 75-84.9 %ile in NMAT

II. Special Scholarships

In an effort to make quality design education more affordable and to further the advancement opportunities for students with creative talent but coming through constrained opportunities, World University of Design, through an exclusive tie up with an NGO - SAPNAY ® has instituted the following Scholarships, each worth 20% of total fee amount:

1. **Wards of Defense Personnel**
2. **Wards of Serving Teachers**
3. **Daughter's Privilege**
4. **Sports (National Representation)**
5. **Performing Arts (National Representation)**
6. **Single Parent Child**

Award of these scholarships will be governed by the following additional rules and guidelines –
1. *These scholarships would apply to those not covered under existing merit-based Scholarships*
2. *These scholarships will be awarded totally at the discretion of the University/ SAPNAY ® and total number of scholarships will be limited to 10% of total enrolled strength in each program on a first come first serve basis*
3. *The University reserves the right to offer these Scholarships through its own additional assessment. The University may ask for additional documents by way of School Certificates, Income Statements, details of examination taken, etc. The onus will be on the candidate to produce the required documents in Original to support the award of scholarship*
4. *The decision of the University towards such Scholarships will be final and binding. The scholarships are a privilege towards fulfilling specific purpose and not an entitlement.*
5. *These Scholarships will be processed after a student joins the University. Until the time of joining, the candidates are expected to follow the common selection process.*

III. Haryana Domicile Scholarships

As per regulatory provision section 35 & 36 of Haryana Private University Act, 2006 -

EDUCATIONAL LOAN

World University of Design has an exclusive tie up with **Axis Bank and Credenc Web Technologies** for providing educational loan to students securing admission to the institute. Disbursement of the loan is as per the Axis Bank and Credenc Web Technologies terms and conditions.

Short term loans are available for annual tuition fee payment in instalments at 0% interest through a tie-up with **GreyQuest** (GrayQuest Education Finance Pvt. Ltd.).
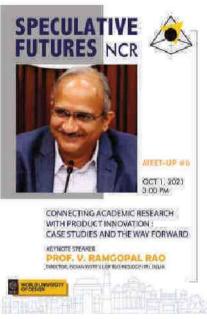
KALEIDOSCOPE OF ACTIVITIES AT WUD

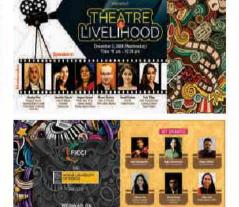# KALEIDOSCOPE OF ACTIVITIES AT WUD

SETTING NEW BENCHMARKS IN
DESIGN EDUCATION

Our logo - The *Saptakon*

The logo of World University of Design is a heptagon (a *saptakon*) inspired from *Saptarishi* - the ancient Indian name for the constellation of Ursa Major with the seven stars representing seven great sages of the Vedic realm, namely *Vashistha, Marichi, Pulastya, Pulaha, Atri, Angiras* and *Kratu*.

The seven corners of the logo are the seven schools of the university; and, the criss-crossing, interconnecting lines signifies the intersectionality and the transdisciplinarity between the different creative areas of design, fashion, communication, architecture, visual arts, performing arts and management at one place.

WUD
WORLD UNIVERSITY OF DESIGN

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