WORLD SCHOOL OF DESIGN

PROSPECTUS
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. World School of Design (WSD) is responding to this need through its cutting edge, trans-disciplinary programs in the creative domains of Fashion, Design, Communication, Art, Architecture, Humanities & Management.

WSD is promoted by Shri Om Parkash Bansal Educational & Social Welfare Trust of Mandi Gobindgarh, Punjab. The trust has wide experience in running educational institutions of repute in Punjab including, the RIMT University - having over 12000 students and 1400+ faculty at campuses covering ~100 acres. The trust is guided by the visionary industrialist Chairman Dr. Hukam Chand Bansal with the simple aim of imparting quality education and producing society worthy individuals.

WSD proposes to soon become the World University of Design (WUD) - India's first and only university dedicated to education in the creative domain. The proposal is under process of approval of the Private University Act of Government of Haryana. All degrees of WUD will be UGC approved.
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LOCATION

World School of Design, spread over an area of 12 acres is located in the fast developing Rajiv Gandhi Education City on NH1 in Delhi NCR. It has premier institutions like the IIT Delhi, National Law University, Ashoka University, NIFTEM as its neighbors. The Education City is just 15 minutes from Delhi border and 3 hours from Chandigarh. The nearest Delhi Metro station is Jahangir Puri 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

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

HOSTEL FACILITIES

WSD provides spacious, air-conditioned, semi-furnished hostel rooms with attached baths to girl students on-campus and to boys off-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 whole campus is wifi enabled. There is even a tuck shop to take care of routine daily requirements.
RECREATIONAL AND SPORTS FACILITIES

A wide range of indoor and outdoor sporting opportunities is available to students at WSD. There are facilities for Soccer, Cricket, Lawn Tennis, Basket Ball, Badminton, Table Tennis and Carrom. A Gymnasium to help them keep physically fit is also available. An open-air theater to host and hold cultural performances is under construction.

Canteen & 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.

The Campus

"Campuses are places where pebbles are polished."

Programmes of Study
WSD offers the following programmes for 2017-18

### Under Graduate Programmes

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### Post Graduate Programmes

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<td>Contemporary Art Practice</td>
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Architecture is a visual art, and the buildings speak for themselves.
Architecture is a visual art, and the buildings speak for themselves.

B.Arch., Bachelor of Architecture

FOCUS
Architecture is the art or practice of designing and constructing buildings. With the ever-growing demand for buildings, whether it be for commercial, institutional or residential purpose, Architecture is playing a very important role in shaping and transforming society. With the boundaries of urbanism expanding, the role of an architect is becoming more important. At WSPA, we are dedicated to imparting architectural education that is, first and foremost, rooted in the understanding of the culture and environment.

CONTENT
In this 5-year under graduate programme, the course curriculum of each semester is designed around a particular context (in and outside NCR). Study trips are organized to enable the students to understand how different landscapes and cultures help shape up architecture.

CAREERS
Architecture is a professional discipline. As an institute we inculcate a sense of responsibility in the student and nurture talent to design meaningful architecture.

* Approved by COA and AICTE
User may never know the designer, but the designer knows the user already.
ELIGIBILITY
10 + 2 or equivalent exams from CBSE/AISSCE/IB/ICSE/State Board etc. Admission through aptitude test and interview.

4 year Under Graduate Programme

PRODUCT DESIGN

/ **FOCUS** A desirable product which is feasible to produce by the manufacturer and viable for business is what a Product Designer is constantly thriving and working for. The programme is intended to develop the ability to comprehend what is desirable and delightful for users and consumers.

/ **CONTENT** Material studies, production processes, economy, ecology, management, innovation and design ethos are focussed in the curriculum.

/ **CAREERS** A product designer as a professional can be a design entrepreneur and a change agent. They can find placements with companies dealing in home appliances, communication devices, child products, electronics, engineering, information technology, or in medical care industry or development sector.

INTERIOR DESIGN

/ **FOCUS** Interior design is the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment for enhancement of human functionality.

/ **CONTENT** The programme intends to develop competencies in space design, furniture design, space lightings as well as skills to execute and manage interior design projects.

/ **CAREERS** An aspiring and professional interior designer will find placements 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.

LIFESTYLE ACCESSORY DESIGN

/ **FOCUS** Lifestyle is a composite of motivations, needs and wants and is influenced by factors such as culture, family, reference groups, and social class. Lifestyle Accessories are aspirational products, which enhance and accentuate lifestyle of consumers.

/ **CONTENT** The programme deals with designing of personal and fashion accessories such as jewellery, watches, shoes, belts, spectacles and bags as well as interior and craft products. The programme delves in design skills & theory, technology & production, market & management and fashion aspects of crafting an aspirational product.

/ **CAREERS** The graduate will find career openings in lifestyle industry, export houses and can become boutique owners and entrepreneurs.
Fashionable is never out of fashion.
ELIGIBILITY
10 + 2 or equivalent exams from CBSE/AISSCE/IB/ICSE/State Board etc.
Admission through aptitude test and interview.

4 year Under Graduate Programme

FASHION DESIGN

/ FOCUS Fashion is a seductive powerhouse in contemporary culture, worthy of celebration and critique. From the earliest days of civilization to the modern moment, we have been obsessed by decorative creations that adorn and define our beings.

/ CONTENT The programme intends to provide a strong base to reveal creative talent and develop professional acumen in fibre to fashion value chain. Students learn the techniques of pattern making, draping and garment construction along with developing the understanding of fashion trends, materials and traditional skills of surface ornamentation.

/ CAREERS The programme eventually lead to careers in high fashion, designer ready-to-wear fashion, high street fashion with specialisation in particular types of clothing.

TEXTILE DESIGN

/ FOCUS Textiles are used not only to create garments but also accessories, bedding, furniture, window treatments, and a variety of other common everyday items. The programme intends to develop innovative and synergetic approaches to designing fabrics for diverse sectors of the textile industry.

/ CONTENT This field of study involves in-depth knowledge of the handmade craft techniques existing in various communities as well as the modern construction techniques running in the industry. The student will acquire a practical understanding of various materials like natural fabrics, synthetic fabrics, leather etc. along with exposure to colour, dyeing, weaving and printing, besides design philosophy, socio-cultural studies, research methodology, product development and in acquiring relevant CAD skills.

/ CAREERS The programme offers careers in the textile, fashion and home fashion manufacturing industry differentiated by wide range of materials, products and markets.
People don't buy products, they buy stories.
ELIGIBILITY
10 + 2 or equivalent exams from CBSE/AISSCE/IB/ICSE/State Board etc.
Admission through aptitude test and interview.

4 year Under Graduate Programme

GRAPHIC COMMUNICATION DESIGN

/ FOCUS Graphic communication design is the art and practice of planning and projecting ideas and experiences with visual and textual content. This form of communication can be physical or virtual, and may include images, words, or graphic forms. The programme deals with developing skills, understanding and approach towards design of communication and promotional collaterals and communication contents for print, electronic and virtual media.

/ CONTENT The students will be exposed to information and communication theory and media studies to design messages to inform, persuade and recall for targeted people and groups in the context of social, cultural, political environment.

/ CAREERS The programme offer careers in corporate sector, media houses and social sector.

ADVERTISING & MEDIA DESIGN

/ FOCUS Advertising is an audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea. The programme is structured to develop and create advertisements and commercials for print, electronics and virtual media.

/ CONTENT Students will learn Corporate Identity Design, Branding Design, Publication Design, Ad Film Design, Photography, Press Ad-Magazine Ad Design, Poster Hoarding Design etc. and its application in detail. The students will be exposed to understanding target groups and social segments, gain an insight into the psychology, behaviour and aspirations of people. Market, communication theory and media studies will form other subjects of study.

/ CAREERS It is expected to prepare professionals for a wide range of career options in the advertising industry.
4 year Under Graduate Programme

CREATIVE PAINTING

FOCUS
Painting is a mode of creative expression that serves to manifest the expressive and conceptual intention of the practitioner. All art consists of a concept embedded in a medium. The concept is what the artist wants to show to the audience. It may be an emotion, information, or some combination of the two.

CONTENT
The programme introduces the student to various forms of painting and drawing with different creative processes that help create unique and personal paintings. The programme has also been conceived to develop contemporary approaches in painting on the background of the advancement of technology in visual arts.

CAREER
The programme offers prospects in producing work of art commissioned by Art Galleries, Art Patrons and Connoisseurs as well as in advertising, animation & gaming industry as creative artist.

PHOTOGRAPHY

FOCUS
Photography is about an idea, a message, or an emotion. That idea or message may be something small, a single word, or it may be a whole statement that the photographer wants to explore.

CONTENT
The photography programme will help students learn the basics & essentials, gain the requisite skills and develop a style required to be a successful photographer. The programme will also help the student learn the complexities of the digital medium.

CAREER
The programme has prospects in advertising, fashion industry, news media and as documentary photographer.

ELIGIBILITY
School of Visual Art
10 + 2 or equivalent exams from CBSE/AISSCE/IB/ICSE/State Board etc.
Admission through aptitude test and interview.

The world is but a canvas to our imagination.
4 year Under Graduate Programme

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The world is but a canvas to our imagination.
Good management is the art of making problems so interesting and their solution so constructive that everyone want to get to work and deal with them.
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3 year Under Graduate Programme

DESIGN STRATEGY & MANAGEMENT

/ FOCUS The programme is aimed at students aspiring to develop career in Management for strategic interventions in product and service industry.
/ CONTENT The area will include study of Market & Management, Design Thinking & Management, Consumers, Organisation & Systems studies. It will also provide exposure to ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands. The course offers a range of learning experiences emphasizing individual and group work, project-driven learning and special workshops, as well as field-based research where students research and analyze both economic and cultural aspects of the marketing and management of designed objects, environments, and experiences.
/ CAREER Students graduate with skills and competencies for lifelong personal and professional growth in design and brand management in a range of capacities.

RETAIL BUSINESS MANAGEMENT

/ FOCUS Retail Management is a process of promoting sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company. A typical retail business management strategy for a manufacturing business might be research retail process that distributes the finished products created by the business to consumers to determine and satisfy what buyers want and require.
/ CONTENT The programme equips the students with a combination of specific retail industry knowledge and essential business management skills. This comprehensive programme provides a thorough education in the art and science of retailing, from food to fashion, consumer goods to financial services.
/ CAREER Currently lucrative domain provides ample opportunities in the retail sector. One would be able to work as a brand manager, marketer, buyer, merchandising manager, product manager, business development manager and retail manager.

ELIGIBILITY
10 + 2 or equivalent exams from CBSE/AISSCE/IB/ICSE/State Board etc. Admission through aptitude test and interview.
ELIGIBILITY
4 years Bachelors degree in Product Design/Engineering/Architecture/Fine Arts/ or corresponding qualification. Admission through aptitude test and portfolio review & interview.

INDUSTRIAL DESIGN

/ FOCUS The programme offers to any engineering, architecture and Visual art graduate, a perfect opportunity to upgrade their job profile. The programme is structured to enhance the ability to ideate and realise innovative products and systems and understand and apply various visualisation, thinking and innovation tools to evolve products, services and systems for industry and environment.

/ CONTENT The programme provides an outside to inside approach of product development in students by a user centric method. They learn aspects of user behaviour, ergonomics and visual semantics.

/ CAREERS The programme will provide job opportunities in the fields of engineering, electronics, home appliances, information technology, medical care and other products design and development sectors.

RETAIL DESIGN

/ FOCUS India is the second largest retail market in the world. The programme is aligned to the needs of the Indian retail scenario and designed brand spaces. The programme has a progressive approach to addressing design issues, intrinsic to the evolution and transformation of all retail formats and environments.

/ CONTENT The programme ensures that students fully understand the concerns of the retail industry and its allied fields. The programme 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 retail design.

/ CAREERS As a professional retail designer is required to design and develop retail spaces. They can act as visual merchandisers and designers for point of sale and promotional products.

TRANSPORTATION DESIGN

/ FOCUS The programme deals in development of the appearance, and to some extent the ergonomics of motorised and non-motorised devices for road, water and air transport.

/ CONTENT The programme is structured to enhance the ability to ideate and realise transportation products and systems and understand and apply various visualisation, thinking and styling tools to evolve product and systems for transportation of people and goods.

/ CAREERS The programme will provide a user centric design training wherein they learn aspects of user behaviour, styling, technology and visual semantics. The students will find careers in transportation industry.
ART AND CURATORIAL PRACTICES

/ FOCUS Art and Curatorial Practices focuses on professional training and a thorough grounding in the relevant areas of history, research, and theory; aimed at widening the understanding of curatorial contexts, methodologies and legacies.
/ CONTENT Emphasis is on hands-on work with experts in the field and professional networking. Students develop skills, knowledge and working relations with artists, curators, art organisations, museums, galleries, archives, public spaces & commissioning.
/ CAREERS Graduates find employment in state or private funded galleries, art development agencies, education & interpretations, art publishing, etc.

FASHION ART

/ FOCUS Fashion as an artefact of culture teaches us about the history of our society as well as that of other societies.
/ CONTENT The specialisation will cover high fashion makeup, tattooing, hair do, body painting and nail art through different medium, illustration, graphic and visual art forms to reveal fashion statements. A stylist, or a makeup artist uses styling techniques and makeup to improve the overall appearance of an actor, model, or other client.
/ CAREERS As a professional, you will be part of the transformation of fashion and other contemporary creative industries.

ART AND DESIGN HISTORY

/ FOCUS The programme provides an interdisciplinary study of the history of art and design. As well as advancing your knowledge of developments that have occurred in these vibrant areas of practice in modernity – and, in particular, the last 50 years – the course will also provide you with transferable skills in history, theory and research.
/ CONTENT You will be expected to conduct research around the broad themes and subjects addressed by each module. Importance will be given to the study of Folk, Tribal and Rural Arts in particular and Indian Art and Crafts in general.
/ CAREERS The programme creates scope and opening in the fields of Education and Curation.

CONTEMPORARY ART PRACTICE

/ FOCUS The programme will impart necessary intellectual engagement to demonstrate an advanced understanding of historical and contemporary debate and how it relates to their practice.
/ CONTENT The programme will provide requisite technical skills to produce work that integrates thought, creativity and technique, experiment in their use of materials, processes and environments. You may develop your individual creative practice through exhibitions, residencies, public art projects and many other forms of arts-related activity.
/ CAREERS Options include independent production, publishing, advertising, curatorial and archive work, picture research, arts administration, teaching and community arts.
AGK Menon is an architect from IIT Kharagpur and has two masters from Illinois Institute and Columbia University respectively. He was part of the GREHA team that founded the TVB School of Habitat Studies, New Delhi, and was its Director from 1994 – 2007, when it became the University School of Architecture and Planning, under GGSIP University, Delhi. He was a founder member INTACH and is the convener of its Delhi chapter now. Currently he is also an Expert Member of the Doctoral Research Committee in the Departments of Architecture, Urban Design and Conservation Studies, SPA. He now writes critical articles and give key note presentations on architecture and urbanism worldwide.

Peter D'Ascoli

An Italian only by birth, Peter D'Ascoli and his studio Talianna has found its home in India. A graduate of textile design from the famous Fashion Institute of Technology (FIT) in Manhattan, New York, Peter has his first encounter with India early on when the Indian Government's Handicrafts & Handloom Export Corporation (HHEC) invited him to spend a year in India travelling throughout the country working with local designers and craftspeople developing new products and new ways of promoting rural crafts. He returned to New York to spend the next two decades creating bestselling fashion products for some of the most prestigious brands, distributors, and retailers in the U.S. and Europe.
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PAYAL JAIN

Recognized as one of the leading fashion designers of the country, a member of Board of Governors of FDCI, Payal Jain graduated summa-cum-laude from Fashion Institute of Design and Merchandising, California in 1993. She ventured back to India to start Atelier Payal Jain and her ensembles have found a market all over the world as she sells from some of the best stores across India, U.S.A., Europe, U.A.E. and South East Asia. Payal has been actively involved in revival of handicrafts and has worked tirelessly in tiny villages across Rajasthan, Orissa, Uttar Pradesh, Gujarat and Bihar. Payal is particularly known in the corporate design space where she combines functionality with style to create uniforms for prestigious hotels, hospitals and schools across the globe such as Hyatt, Four Seasons, Shangrila, Aman Resorts, Leela, Radisson etc. Payal has also written a book on fashion studies that serve as a reference for XI standard students for the CBSE curriculum.

AMARDEEP BEHL

An exhibition designer by qualification, Amardeep Behl has found expression and deeper meaning in working with space by merging various media like architecture, graphic design, industrial design, and audio-visual and digital multimedia, into a common language to be able to create emotive, storytelling experiences. A graduate of NID, Amar and his firm Design Habit’s area of professional practice has been in this design domain of visual communication and expressions in space. He is well known for designing Virasat-e-Khalsa museum in Anandpur Sahib, that has drawn 70 lakh visitors since its inception in 2011; ‘Darshan’, the museum dedicated to Sadhu Vaswani, the Sindhi saint in Pune; and ‘The Journey’ - the DS Group’s corporate museum in their offices in Noida.

NEHA KIRPAL

Neha Kirpal is the founder and Director of India Art Fair. She is credited with making art accessible to every Indian through India Art Fair which has grown to be the single largest confluence of artists, curators, gallerists and collectors in India, as also the second largest attended art fair in the world. A graduate of Lady Sri Ram College and a postgraduate from University of Arts, London, Neha worked in marketing, PR, and event management for 4 years before starting the IAF in 2008. All these functions are now handled in-house for IAF with no outside agency being involved.
**PROF. (Dr.) SANJAY GUPTA, DIRECTOR GENERAL**

Formerly the Dean of NIFT (National Institute of Fashion Technology) and Founding Dean of the School of Design at GD Goenka University, Dr. Gupta is an alumnus of IIT Delhi and IIM Ahmedabad. 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 is a prolific author, editor and consultant to national and international organisations. He has also been a member of committees & bodies at national / international level like ASSOCHAM, CII, IFFTI, BIS, NISTI besides being on the editorial boards of scientific journals.

**PROF. ARVIND MERCHANT, DEAN (ACADEMIC)**

Professor Arvind Merchant is a graduate of the premier design institute of India, NID, Ahmedabad in Industrial Design. His extensive experience in education has seen him associated not only with national institutes like NIFT, MIT Institute of Design, Indian Institute of Craft Development and Maharaja Ranjit Sinh Gaikwad Institute of Design (MS University), Vadodara Gujarat; but also with schools like 'Mandara' Educational Society (Non Formal School for Children of weaker section).

**PROF. SHALEEN SHARMA, DEAN (ARCHITECTURE)**

Shaleen Sharma 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 and Environmental Studies, Juhu, 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. Ajaya Kumar is the Dean of Fine Arts at the World School of Design. A post graduate from the Faculty of Fine Arts, MS University of Baroda. Prof. Ajaya Kumar is having several group and solo exhibitions in the country and abroad since 1984. Prof. Ajaya Kumar also has been writing in English and Malayalam on Art & Culture. He has been the Principal of Govt. College of Fine Arts, Kerala, Trivandrum from 2001-11 and Raja Ravi Varma College of Fine Arts, Mavelikkara from 2011-12. He was also the Secretary of Kerela Lalitha Kala Akademi, Trissur from 1988-91 and 1996-2001.

Prof. Devender Singh Kharb 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 3 years of experience in academics and over 12 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.

Umair Khan is an alumni of NIFT, Delhi from Clothing Production Technology Programme. He has a Diploma in Pattern Engineering from Tuka Academy of Pattern Engineering, Gurgaon and an M.Phil. from JNU, Jodhpur and an M.A. from D.B.R.A. University, Agra. Mr. Khan has over 09 years experience in teaching Pattern Making, Garment Construction and Pattern Making software at various premier institutes like NIFT, IICD, NIFT, SoFD (GDGU) & AEPC.

Goutam Bandyopadhyay is an ex Professor from MIT Institute of Design (Communication Design) Graphic Design for 7 years and an Assistant Professor at IILM Institute for Higher Education as Visual Communication Design for 3 years. He gathered 22 years of experience from advertising industry. He shifted to academics to deliver his wisdom.
RUCHI JAIN

Ruchi Jain has a B.Arch degree from GGSIP University and an alumni of Vastukala Academy School of Architecture and also a member of COA. She has a field experience of 6 years as a project architect and coordinator with expertise in Group Housing and Institutional Design. Besides this she was heading a design team of architects in her previous assignment.

TANIA DEY

Tania Dey has a Graduate Diploma in Industrial Design from DJ Academy of Design, Coimbatore. She has done her industry sponsored project for Product Development with Waterjet Germany Pvt. Ltd. With experience in lifestyle accessories, design education and visual design, she has taught at various institutes in the recent past.

PRASOON CHANDRA PODDAR

Prasoon Chandra Poddar has a BFA and MFA in Painting from Jamia Milia Islamia. He has participated in various exhibitions and art camps across India. He has several awards in painting to his credit. He has served as faculty & guest lecturer at different art/design institutions.

ANKITA CHOUDHARY

Ankita Choudhary is a B.Arch graduate from DCRUST, Murthal and Masters in Urban & Rural Planning from IIT Roorkee. Ms. Ankita is a gold medallist for being University topper during B. Arch. She has 3 National and 1 International Publication.

TANVI DEY

Tanvi Dey is a graduate from Indian Institute of Crafts and Design, Jaipur specializing in Hard Material Application. For her final project she worked with Sahara Global Design Studio Limited as a craft researcher for their luxury brand launch Suroy. She worked as a sole Lifestyle Product Designer in Sarna Exports International, Delhi in her previous job.
LIBRARY

WSD maintains a library amply equipped with books, journals subscribed magazines from all disciplines. The reading area provides a good ambience for the students to concentrate.

WORKSHOPS

It’s the workshops however where ideas take a tangible form. With one of its prime focus being “learning by doing”, World School 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 workshop and Ceramic & Sculpture workshop with all relevant hand-tools and power tools. Students of Fashion and Textile will have highly equipped Patternmaking, Garment Construction & Sewing workshop and Dyeing Printing & Weaving workshop for exploring their ideas in actual mediums. School of Communication and New Media will be facilitated by Computer Lab, Photo Studio, Sound Studio, Video Editing Studio and AV Studio. The studios are equipped with industry standard hardware and software for professional quality film and sound projects. Workshop assistants will be present to guide while operating machines and implement safe workshop practices.

ART GALLERY

WSD 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”, WSD 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, WSD 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 are encouraged to have formal and friendly discussions with all regular and visiting faculties and also visit interesting places and exhibitions. The institute offers guidance and required support for participating in national and international design competitions.

INTERNATIONAL EXPOSURE

WSD considers international exposure as a quintessential part of design education and intends to provide 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 the vision.

WSD is drawing up plans of signing 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.

CULTURAL/SOCIAL ACTIVITIES

WSD 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 like Film Club, Reading Club, Sports Club, Performing Arts Club, etc. and organize literary, cultural and social events such as sports meet, annual fest, etc. to forge stronger bonds and to bring out their latent talent in these activities. WSD provides necessary support to organize such events.
DAT, AAT and GAT will be conducted by the World School of Design. The purpose of this process 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. Valid scores of NIFT, NEED and UCEED exams can be considered in lieu of Aptitude Test.

**DAT : Design Aptitude Test**
For admission to Design, Fashion & Communication programmes followed by a personal interview.

**AAT : Art Aptitude Test**
For admission to Visual Art programmes followed by a personal interview.

**GAT : General Aptitude Test**
For admission to Management programmes followed by a personal interview.

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

The process of Admission to WSD programmes consists of the following stages:

**Step 1. Fill the Admission Form**
Students need to send completed application form available on the website (www.worldschoolofdesign.in) along with a demand draft of Rs 1000 only.

**Step 2. Appear for Aptitude Test**
The students shall appear in the design 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 WSD. 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 WSD, the candidates will have to appear in person at the campus along with original documents for verification, and pay the required fees.
CONTACT

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