

A OFFICIAL PUBLICATION OF AD THE DESIGN SCHOOL

# DesiznOdessy

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THE  
**PRISTINE**  
EDITION  
**2019**

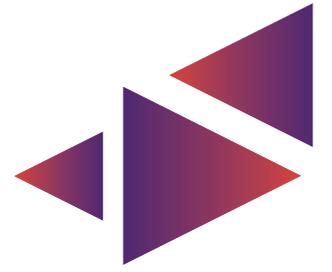
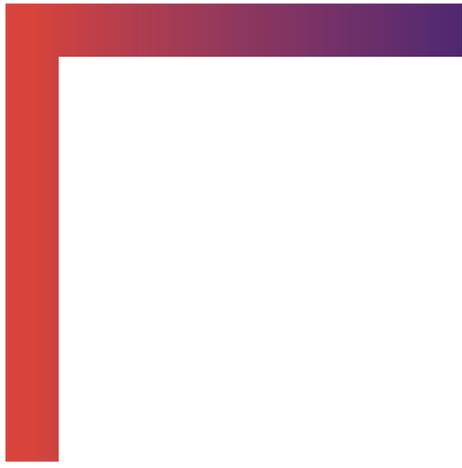


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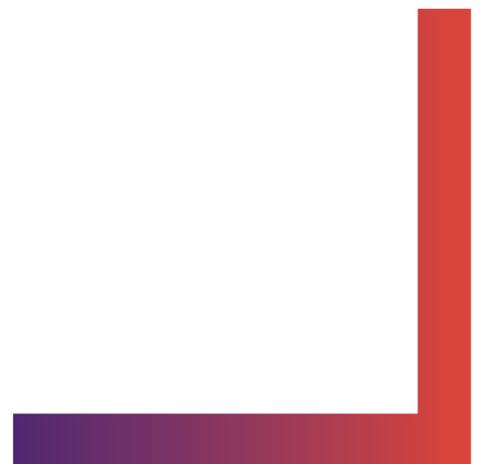
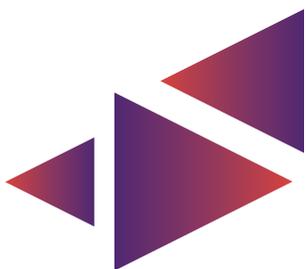
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# WHAT WHO WHY

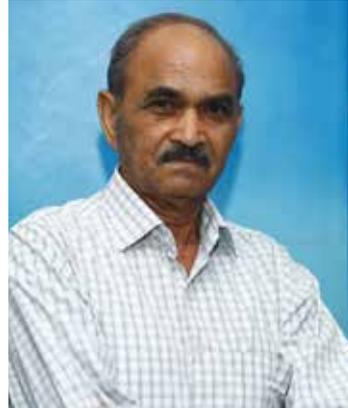
AD the design School





“EVERYTHING IS  
DESIGNED, FEW  
THINGS ARE  
DESIGNED WELL.”

– BRIAN REED



**Mr. Amar Singh Saini**  
Chairman

## Design, Culture, Value, & Future

A visionary educationist has dedicated his life in grooming students with his expertise in Fine Arts as a teacher with Govt. School. He believes that every individual has a right to excel in life and has envisioned this institute to provide a platform to the students bent towards creative career in form of Design & Fine Art.

“Design creates culture. Culture shapes values. Values determine the future.”  
- ROBERT L. PETERS

It is the primary objective of the Design School to develop our students into professionals, while maintaining a social and cultural balance to aid the imparting of a value based education. The design school adopts a pragmatic approach in conducting the design and fine arts programs to inculcate professionalism through a systematic process. The structure of the institute stands on the strong foundation laid by the industry professionals and educationists, who ensure quality education to fulfill the vision and achieve the mission.



**Vikash Kumar Saini**

Director

## GOOD DESIGN or a BAD DESIGN

Globalization has altered the scenario to allow more interaction with the global market, and the transition of time is evidence to indicate the progress over the last couple of decades. Today, design is considered to be a high end profession which is associated not only with high remuneration, but also provides global recognition and fame.

However, the profession in itself is extremely niche, because it demands a lot more than just hard work and pure commitment towards the profession. Design cannot be objectively judged as right or wrong, but the appreciation of the end product leads to the final outcome of the whole process as being defined as a GOOD DESIGN or a BAD DESIGN.

India is currently considered a developing nation and the potential of professional aids is being widely recognized. However, these are acquired at a cost, so it is very important for a training academy to ensure that the student is equipped with the necessary tools, not only academically, but also in terms of the correct exposure to widen one's horizons and to develop an intellectual and competitive outlook.

Since the inception of this institute, I believe that the academic department has been provided with the freedom to ensure that the programs under the Design School benefit the students so as to transform them into thorough professionals.



**Ramakant Vijay**  
Advisor

**“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do” - *Pele***

Working as an independent advisor to AD the design school, brings along 30+ years of rich business and financial consulting experience with him. Prior to this assignment he was actively engaged with leading IT and manufacturing organizations and was supporting them in different aspects of business.

He is one of main pillars of the organization and is actively working towards his ambitious plan of making AD the design school one of leading institutes across India, providing high quality education and great placements for student Ramakant hails from Rajasthan with a graduate degree in Commerce in the year 1979. In his 30+ years of experience, he has worked with many reputable organizations. He joined the AD Group as an Advisor in 1993.

Ramakant also holds many positions in social organizations. He is currently serving as Vice President of Vijayvergia Vaish Mandal, New Delhi. He is also the current President of the Delhi Vijayvergia Co-operative Thrift & Credit Society Limited. Additionally, he is serving as a treasurer in the Vijayvergia Vaish Meerabai Mandir Trust.

Ramakant’s mission is to give new heights and foundations to the AD Group. He further shares the vision to set up successful architecture institutions in the coming years.

Ramakant is a mentor for the students, who see him as a man of vision in the creative industry for developing, working, and establishing paths to achieve their dreams. He quotes his success mantra:



**Rachna Rajpal**  
Dean (Academics)

These splendiferous years invested with students of design, nurturing them with values of intellect, concept, theme, visualization, accuracy, clarity of thought, thoroughness, implementation and sense of aesthetics gives immense sparks for creativity.

The Interior design school is like a workshop, focusing on design and helping young minds to understand the correlation of interiors in Architecture. Following the concept of learning by doing, through workshops and the ability to think freely, crafting ideas, shaping new perspectives, introduction of various concepts, we move forward and lay the foundations of the design school exploring and expanding the possibilities in interior education and synergies.

The spirit of design and the becon of light which is held byour chairman, steers us and guides us through ethical progressiveness.

From the inception of the institute till date, the school prides itself in exploring all possible industrial relationships to call experts, architects, guests, vendors who present a cutting edge technology in their respective fields to provide students a hands on experience . A highly energetic environment, encourages a student to interact in studio program focusing on socially responsive parameters .

Rigorous training at design school, enables the student to acquire right skill set to explore design as a field and not just as a profession.

Creative Learning with us throughout is all about cultivating ideas, themes, concepts innovativeness and developing a critical and analytical problem solving ability.

A continuous symbiotic learning between theory, practical workshops mingled with

a holistic approach can help young entrepreneurs achieve success.

Design education with a studio based programme, site visits, market surveys, exhibition visits and special lectures by experts and visits to our industy association creates an integrated knowledge base.

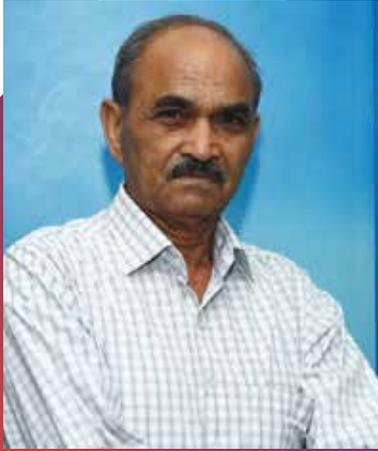
We design our course content in such a manner that it offers multidisciplinary opportunities in design education in collaboration with the industry. Students can opt to join furniture designers, graphic designers also besides regular designer jobs. We take privilege in calling experts of the industry to share their projects in practice, inspire students and adapt themselves to the needs of the industry.

We focus equally on creative innovation, technical skills and commercial opportunities after the completion of interior design. Students are groomed to design future trends for the international audience and also follow traditional, vernacular or contemporary styles .

Interior architecture education here is taught by faculty with multi dimensional education, specializing in various disciplines (housing, landscape, environment, recreational design, building engineering management, urban design, software experts, who with their rich experience in various fields, create a balance between academics, theory and professional practice.

Prospective young Design practitioners are prepared with roots in holistic learning are prepared to address design problems for hospitality, residence, corporate, commercial etc in different semesters with different theme and contexts .

Wishing you a happy learning experience.!



**Mr. Amar Singh Saini**  
Chairman



**Vikash Kumar Saini**  
Director



**Ramakant Vijay**  
Advisor



**Rachna Rajpal**  
Dean (Academics)

## ABOUT US

AD The Design School (ADTDS) has been set up under the umbrella of the *AD Education Foundation*, founded in year 2005. The design school has been initiated with the purpose of imparting professional level training to students aiming to pursue design and art related courses. A core team of industry professionals and educationists ensures excellence in education and industry training. The ADTDS offers a multitude of design, art and photography related courses, all of which have been formulated to suit industry requirements.

The ADTDS believes in training the students by applying the methodology of learning by doing. Utmost importance is given to the practical approach to education, as we believe that professional courses can only convert a student into a thorough professional if he/she understands the methodology from the idea to the end product, as well as various processes involved. We also believe in ensuring industry readiness and providing the right kind of placement opportunities to our students to facilitate their professional and creative development.

ADTDS has collaborated with the industry with the objective of facilitating the creation of a network of employers who shall have ready access to industry-ready professionals. The content for the courses is crafted keeping in mind industry requirements and has been reviewed by expert committees comprising industry professionals and education experts. The practical aspect of training is not constrained merely to studio based learning, and students are assigned live projects during the training period. This is made possible by the industry network which is also involved in the placement process at the completion of the program.

The major disciplines of training are Design, Art and Photography with prearranged super specializations:

**Design:** Interior Design, Furniture Design, Product Design

**Arts:** Fine Arts, Painting, Sculpture, Visual Communication

**Photography:** Fashion, Retail, Product

Students are provided training in all possible mediums to ensure that the representation of ideas and concepts in any form is possible. The method of teaching emphasizes on the creativity and originality of the students, and traditional methods are not conformed to, in order to facilitate the creative development of the student.

## MISSION

Our first preference is to focus on quality education and provide students opportunities to gain immense knowledge through our valuable programs. We always aim to implement best efforts to create a professional, but a comfortable environment for better growth.

Our highly-experienced faculty staff are very helpful and cooperative. They share their own experiences in professional industry and motivate students to perform well in their career. With exposures to all the major industries, we know what's best for our students.

We create a transform practice of constant updating, whose principle is the academic quality focused on the countrywide and international scope and, so, creator of research processes, and social ledge, and progress, principles of the philosophy of our design school.

## VISION

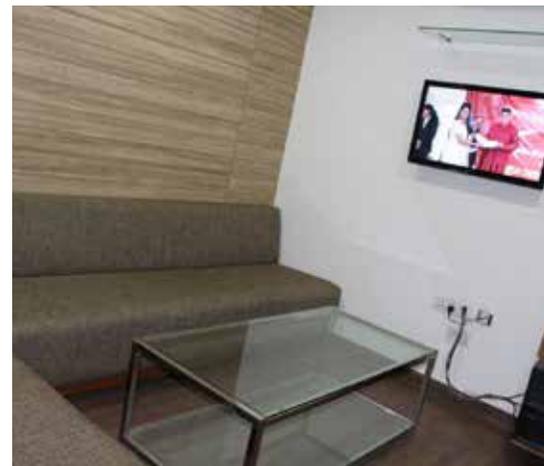
AD The Design School, acknowledges students to have the best experience in interior design, fine arts, photography, and various other trending programs. We are committed towards to the quality of training for our valuable students. Our initiative for better education will always remain on fundamental priority.

We will be acknowledged in the standard term as a flagship design school of the Indian educational community that understands the intense changes of the national and international environment and that responds to education with innovation, modernism, and proposals. As a result, it will be an example of educational growth in applied arts, based on quality, respect, and equity.



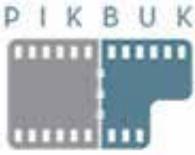


# INFRASTRUCTURE & FACILITY





INDUSTRY PARTNERS

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**Ajay Khurana**

Chairman, REHAU SOA

REHAU team is happy about the launch of AD - The Design School's first edition of college *Design Odessey* Magazine in 2019. We are proud of the fact that the school touches a new milestone every year.

I extend my appreciation to the team as, the place reverberates with great design ideas that reflect the students' creative, constructive and competitive spirits.

As an industrial partner of the school, our team is delighted to share our products and knowledge base with the students of the school as they have enriched themselves with excellence in academics and design field.

The efforts of AD team are relentless and remarkable as they have made quest for excellence their aim. The school has indeed emerged as a symbol of significant achievements.

The institute is dedicated at imparting field based practical training and quality education in interior design and fine arts. I hope that the school prospers further and extend my best wishes to the staff and management in academic pursuits, and wish that the institute scales higher summits by imparting value education; your efforts today will set the ball rolling for tomorrow.





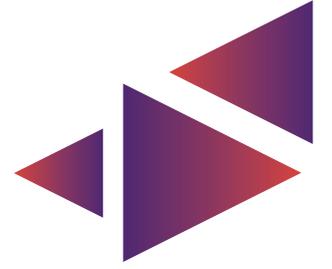
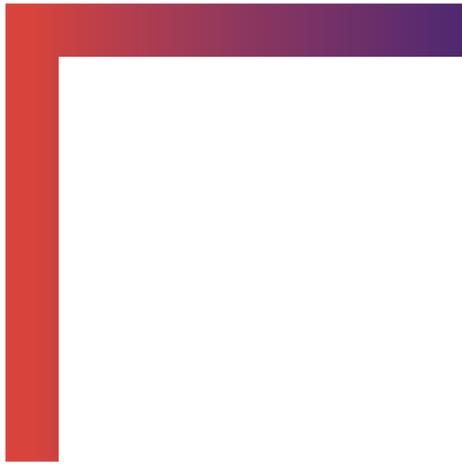
# 2018





2019

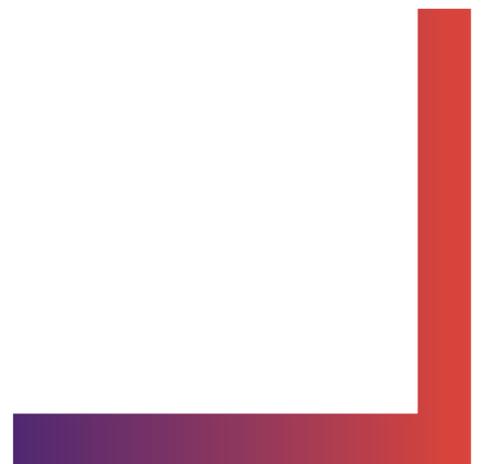
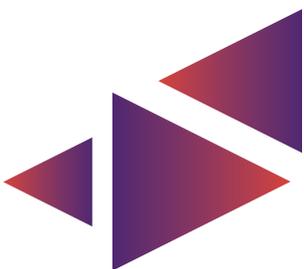




# REMINISCENCES

A JOURNEY  
THROUGH  
PAST.

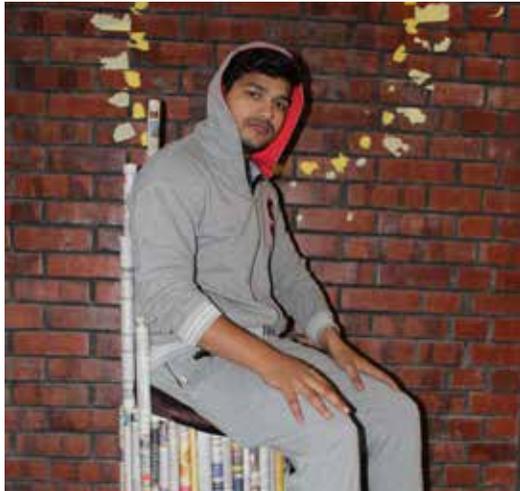
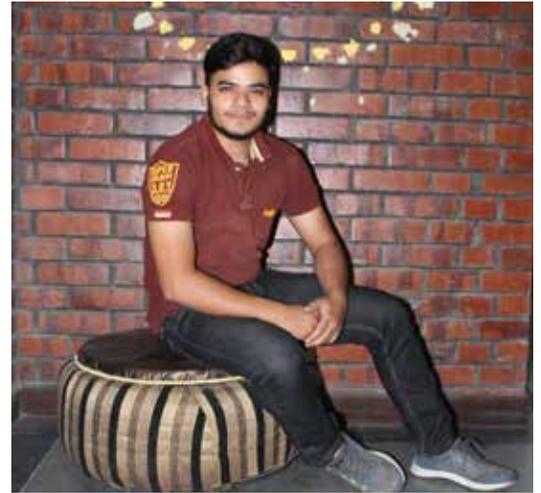
SINCE 2013











2017 MERINO FACTORY  
VISIT (20 OCTOBER 2017)



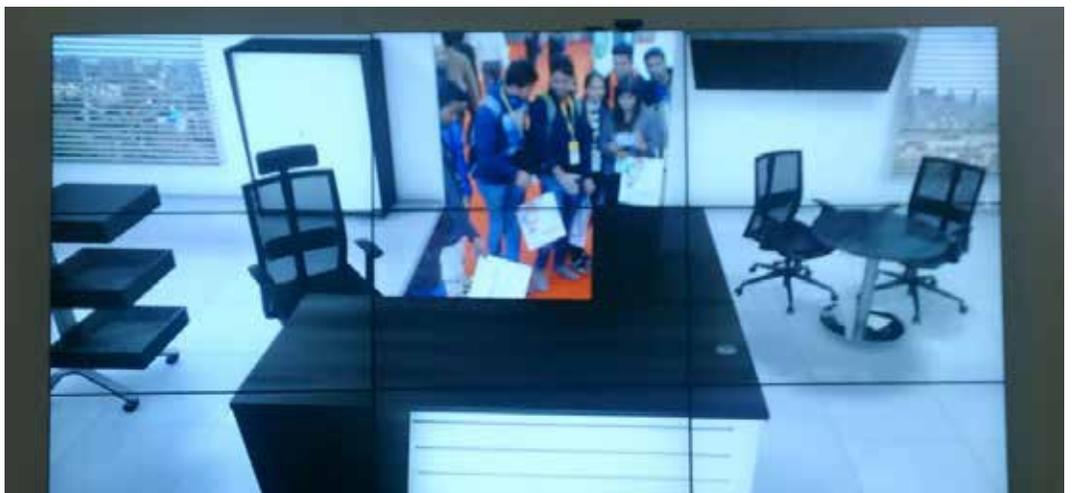
2017 ORIENT BELL  
PLANT VISIT (18 NOVEMBER 2017)





ADTDS students at the ACE-TECH 2014 exhibition in Pragati Maidan. Accompanied by our design faculty members, students participated with great zest in visiting the exhibition for two consecutive days. They had a wonderful opportunity to witness , learn & experience current trends , materials and the voguish furniture industry.

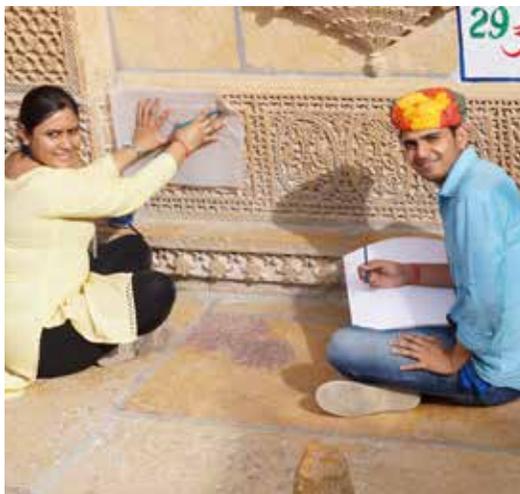




## 2016 CONVOCATION









# 2018 CONVOCAATION





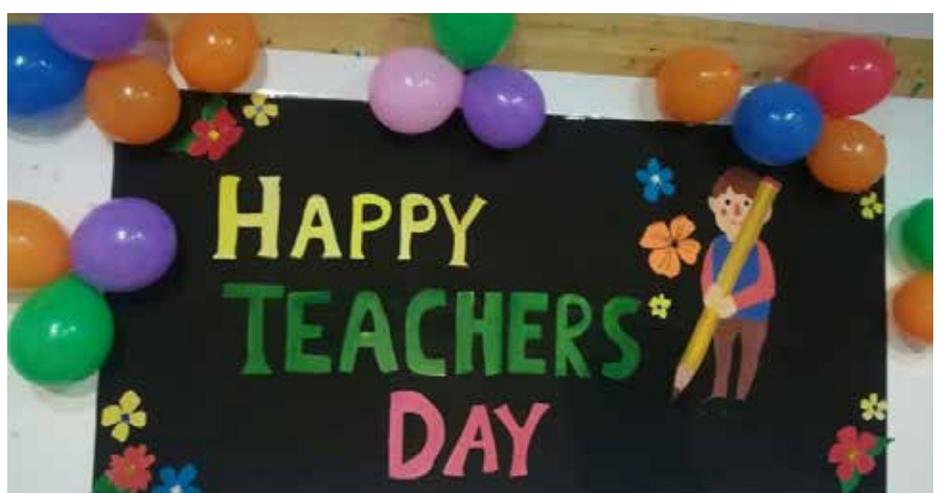
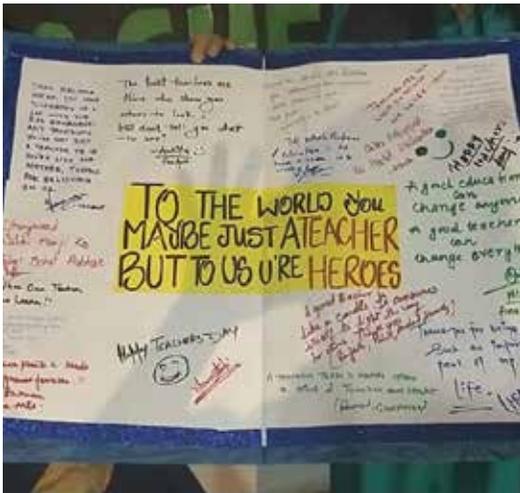
2018 CONVOCATION





GO GREEN INITIATIVE





# 2017 CONVOCATION







### **Ayushi Verma**

I always enjoy a great learning at AD The Design School. The faculty is indeed full of knowledge and full of zeal & to compliment this great learning experience ADTDS offers very good infrastructure & world class facilities.

I think not just me but all my classmates too acknowledge that we get ample external exposure coupled with in depth subject knowledge. We learn something new & significant everyday at ADTDS.



### **Hitesh Kumar**

I believe AD The Design School scores very high on Infrastructure & Faculty. I have friends studying at various Design schools in and outside India but the facilities provided like library, free pick & drop, periodical site & exhibition visits. Free Wi-Fi & laptops etc are just unique. When I compare my curriculum with my friends studying at other design schools I feel proud that I have covered considerably advanced assignments and projects.



### **Liju Thankachan**

I am certainly very fortunate to be at AD The Design School, The school offers highly detailed curriculum which opens up avenues globally for career development & growth. When I see around and witness design education arena, I find myself blessed one to be here. Great faculty, outstanding infrastructure, well stocked library, outdoor visits, events, assignments, excursion, you name it and it is already happening here. I am proud that I chose ADTDS.



### **Manshu Meena**

If you ask me then my first comment will be that AD offers best faculty and infrastructure. Location is convenient as it's the center of South Delhi and very close to Metro station. However what I like the most is the frequent workshops by industry experts like the recent one by Ms. Yamini Parashar. These things actually matter in our career development. Today's time is highly competitive and I think overall development is very essential to stand apart in the crowd. ADTDS works towards our overall growth with great devotion.

**Sheeba Fatima**

ADTDS is a place where we learn new things every day, for us it's, amazing, incredible & wonderful to witness novelty & innovation originating in ourselves in day to day basis. What I understand is that here the curriculum focuses on two major aspects, one being the subject knowledge and the second is overall personality development. This combination in my opinion should prove to be a formula for astounding success.

**Vaishali Vats**

I believe AD The Design School scores very high on Infrastructure & Faculty. I have friends studying at various Design schools in and outside India but the facilities provided like library, free pick & drop, periodical site & exhibition visits. When I compare my curriculum with my friends studying at other design schools I feel proud that I have covered considerably advanced assignments and projects.





2018 GREENLAM  
FACTORY VISIT  
(25 AUGUST 2018)



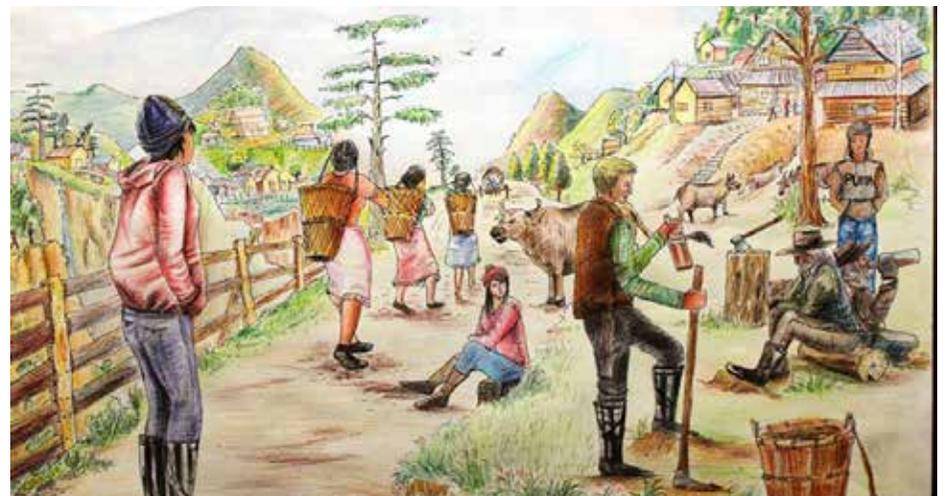
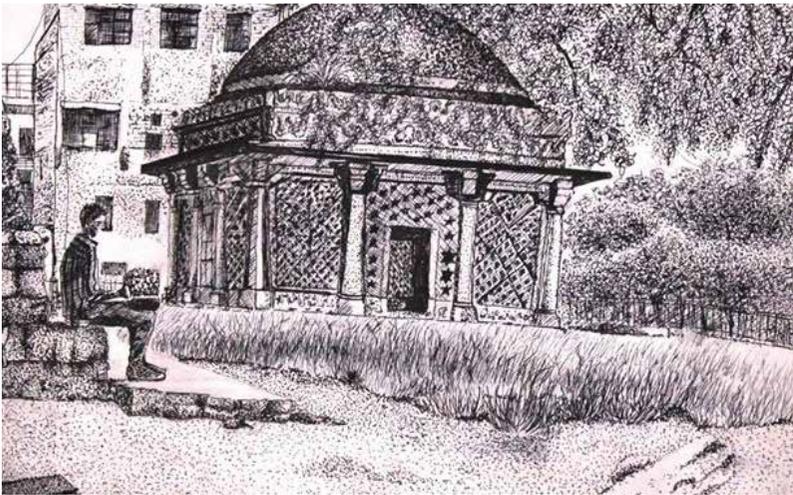




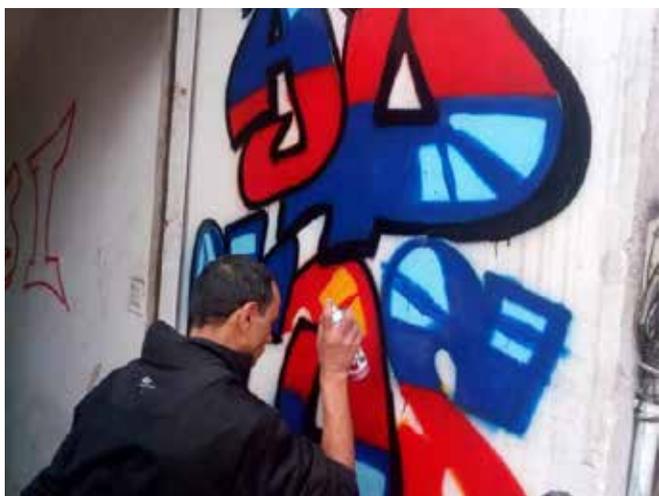


# EXTERNAL JURY INTERIOR DESIGNS





GRAFFITI WORKSHOP









# POTTERY WORKSHOP ORGANIZED





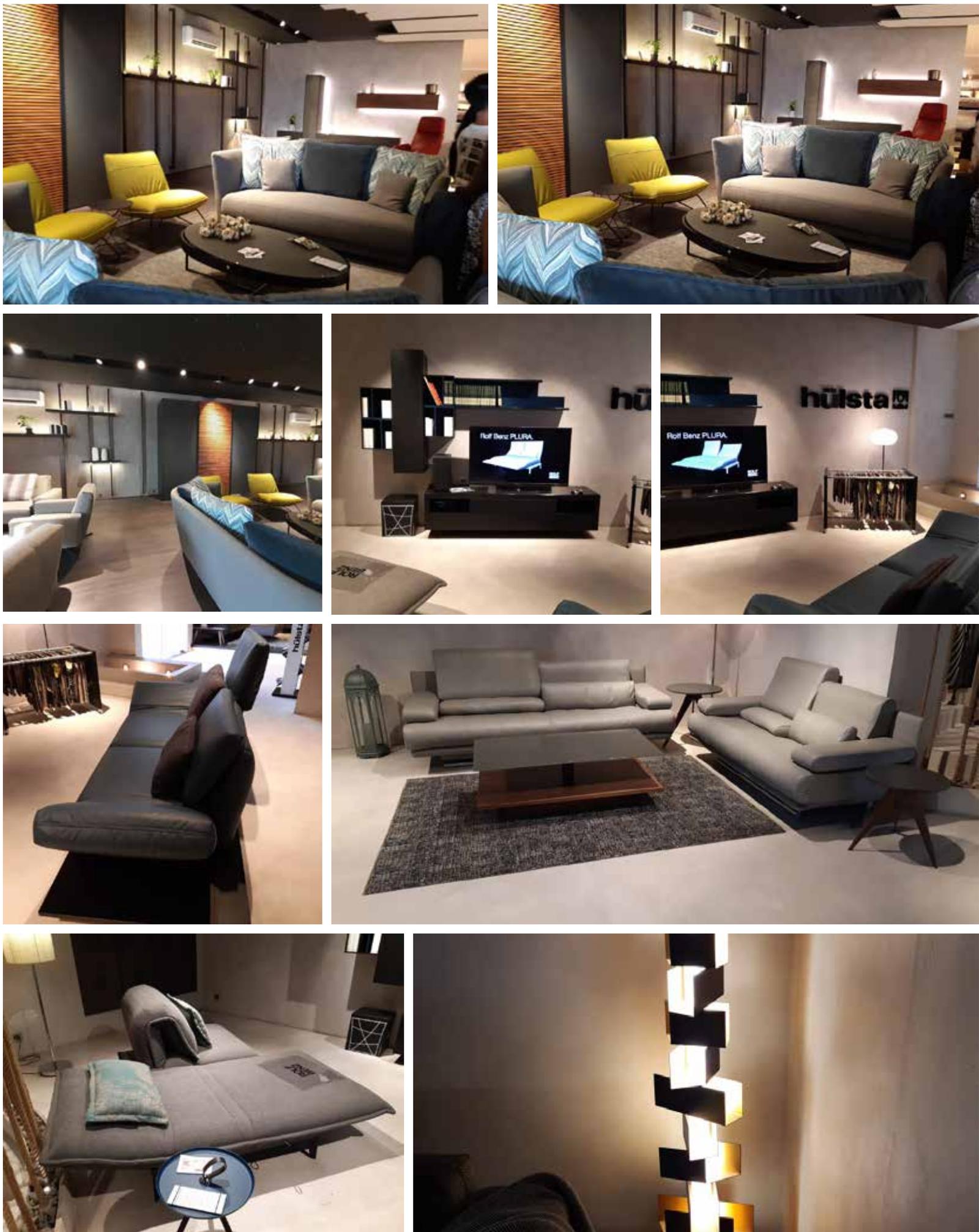




# VISIT TO WOOD EXPO





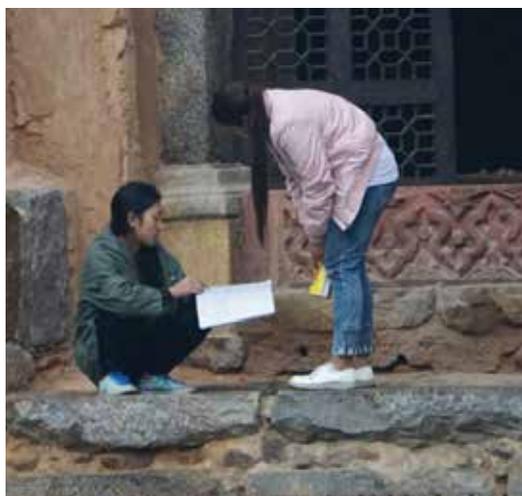
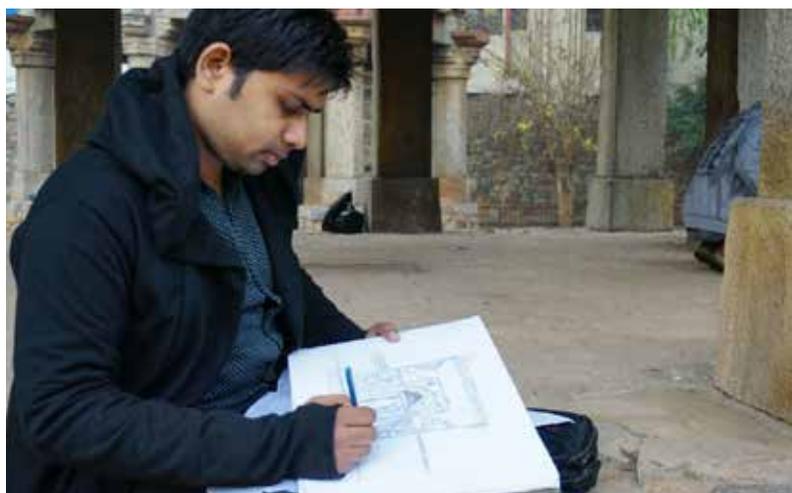




2019 INDEPENDENCE PHOTO









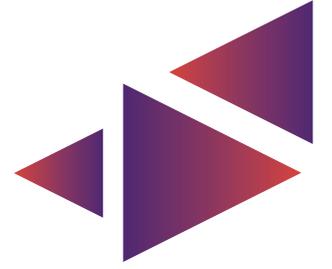
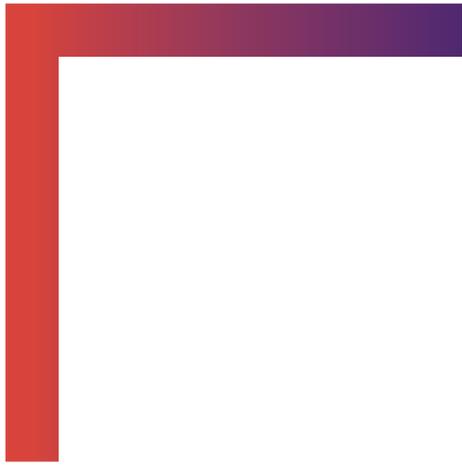








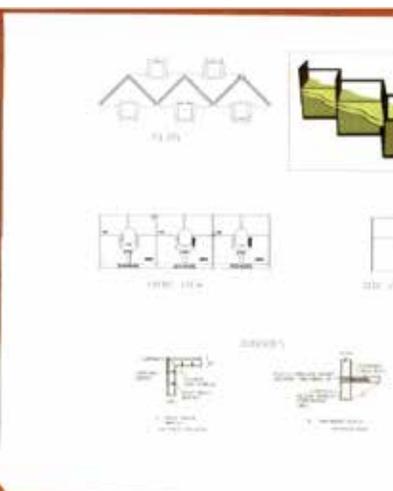
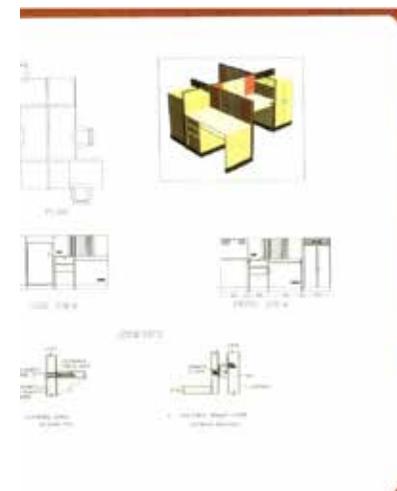
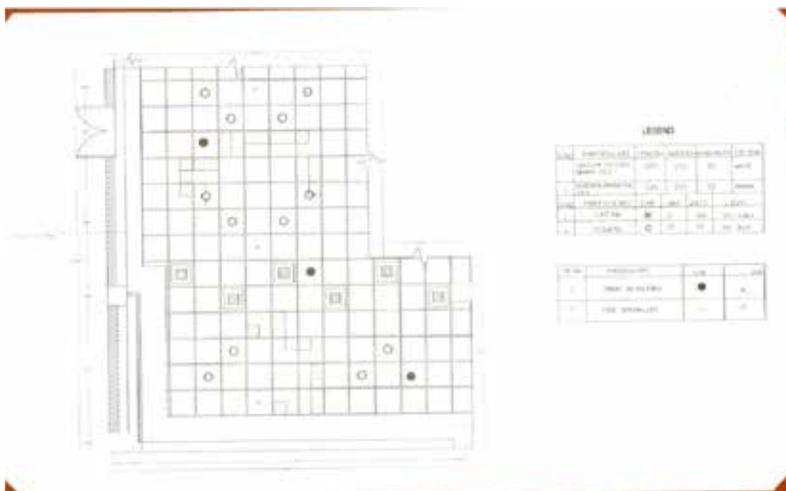
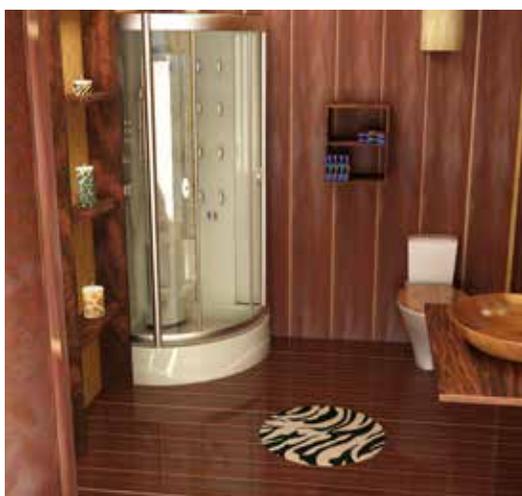


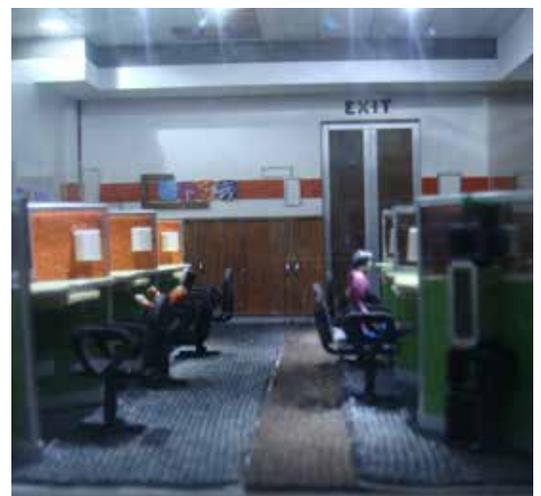
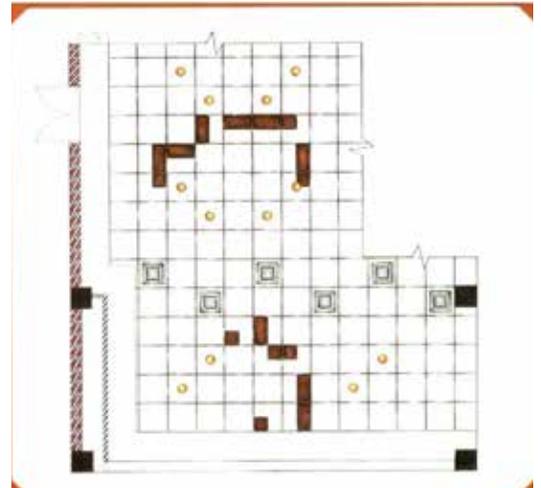
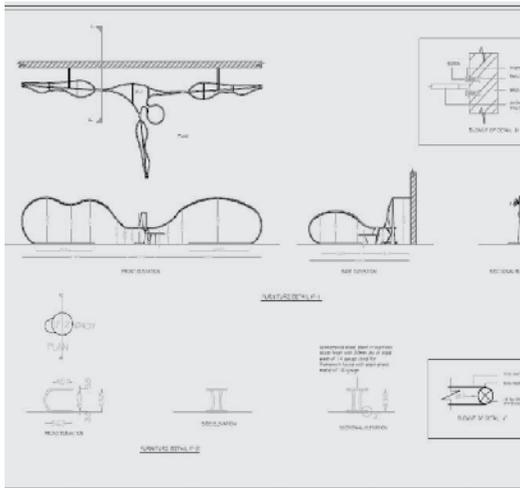
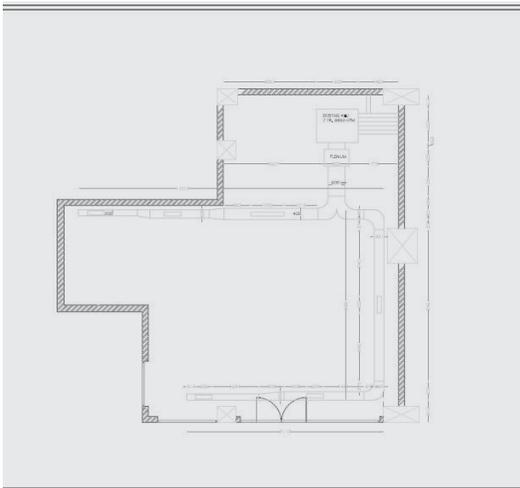


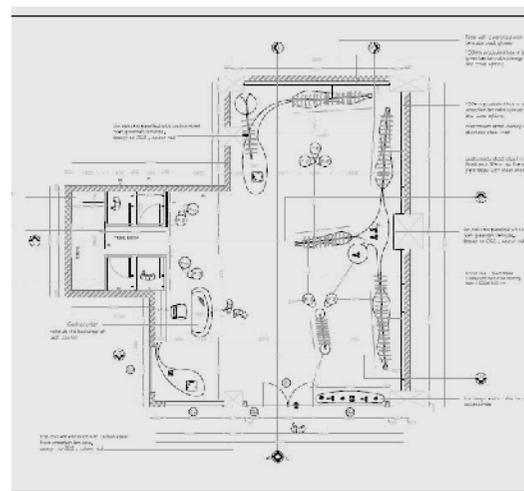
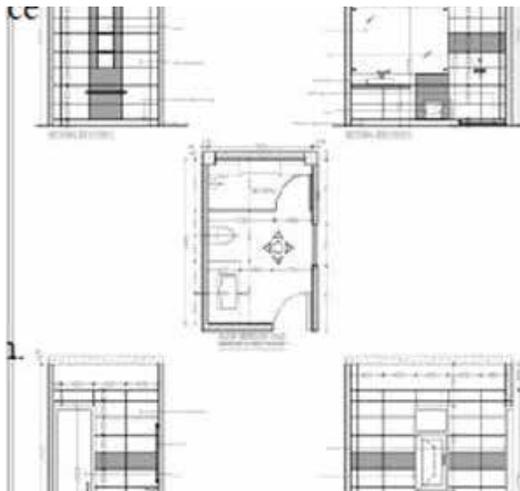
# STUDENT'S WORKS

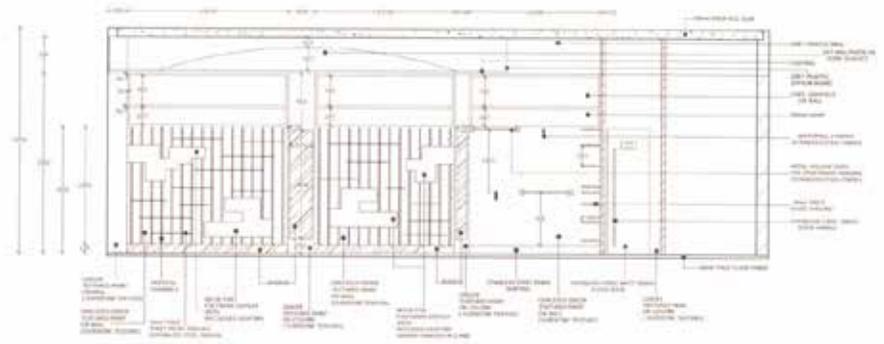
INTERIOR DESIGN  
AND FINE ARTS



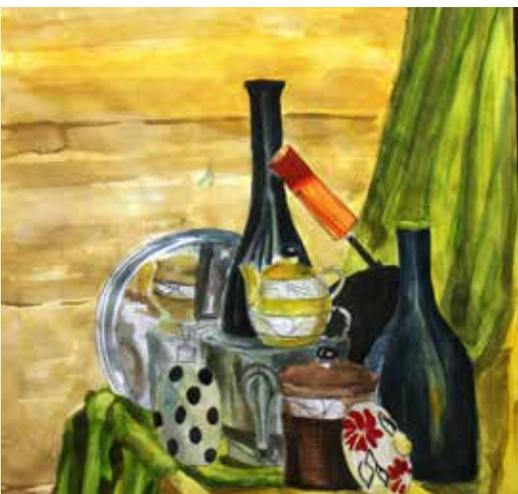
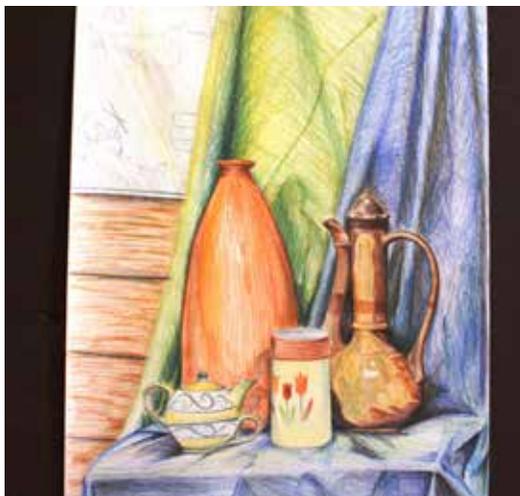


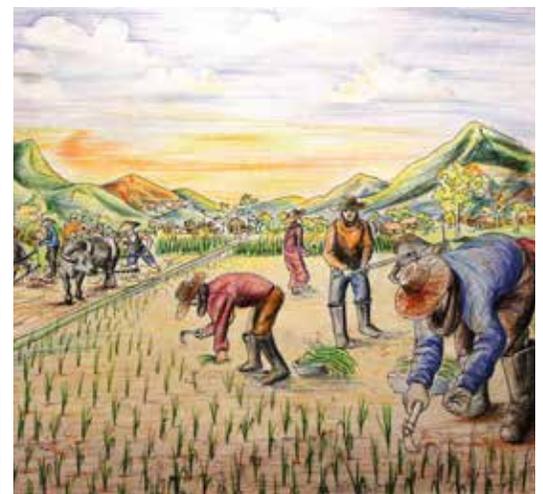
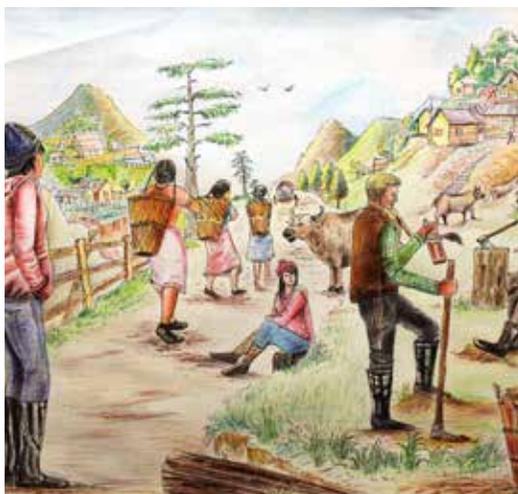
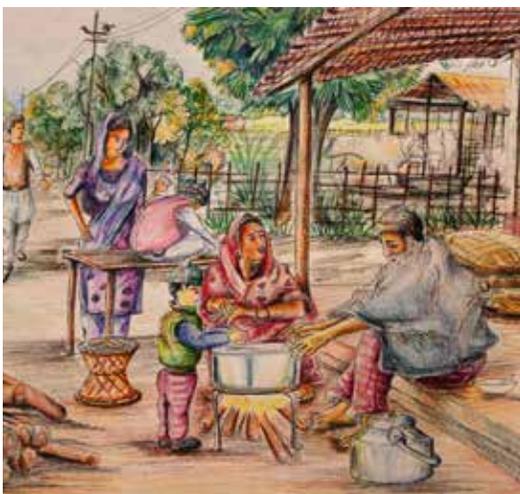
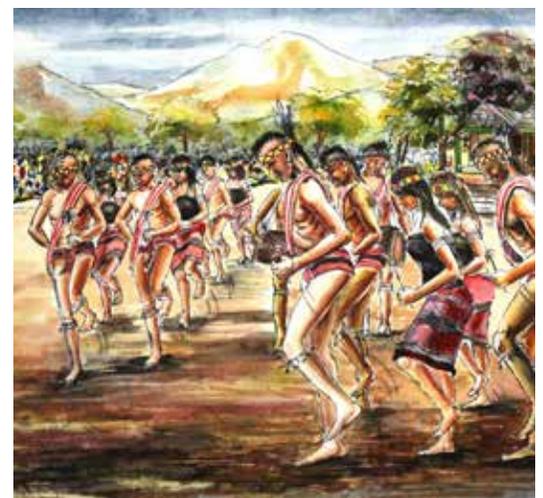
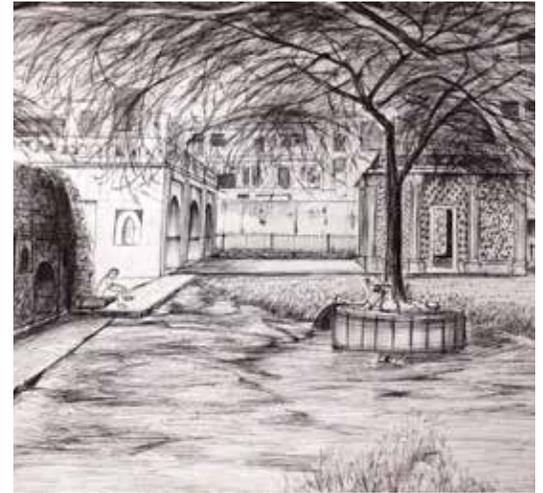


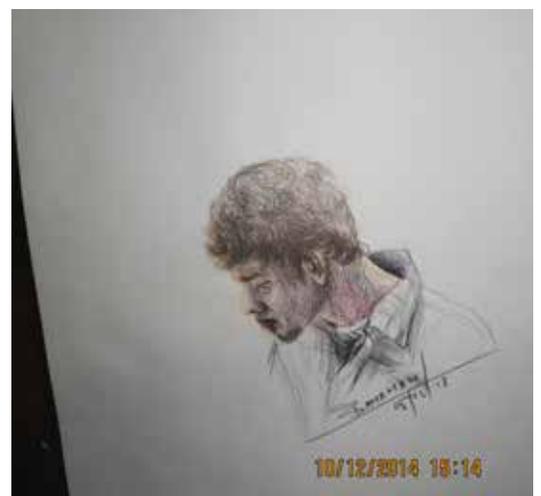
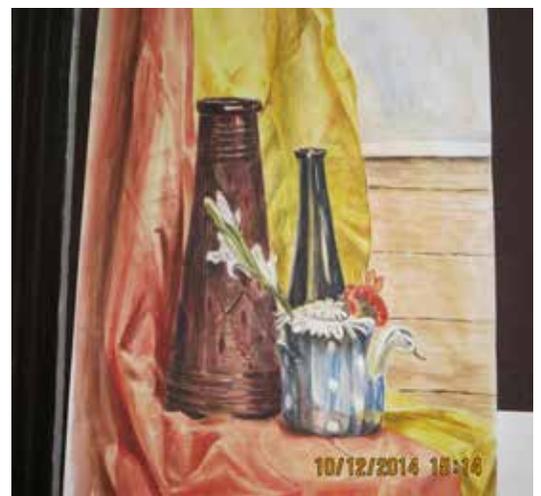


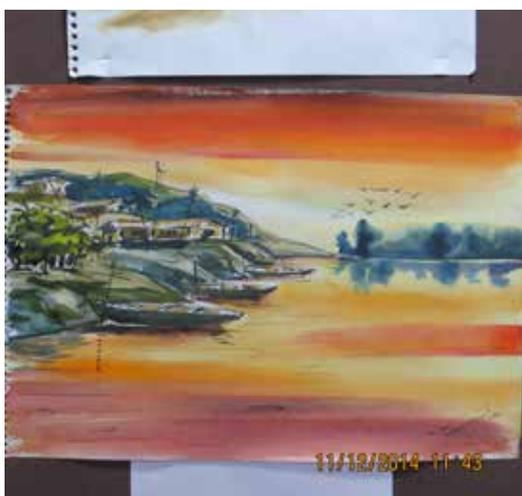


SECTIONAL ELEVATION AA'









FESTIVAL



PROUD



SUCCESS



LIFE



FRESH



GROWTH

| SHEET | SCALE | TITLE                | NAME                  | DATE   | MARK-1 | MARK-2 | SEM    |
|-------|-------|----------------------|-----------------------|--------|--------|--------|--------|
| 4     |       | BASIC DESIGN CONCEPT | LESA<br>BEE (KUN FUD) | 9-1-14 | 9/10   |        | 80/100 |

