



vedatya
INSTITUTE

INSPIRATIONAL CAREER IN DESIGN AND CREATIVE ARTS

sdca

UNDERGRADUATE CERTIFICATE, DIPLOMA & DEGREE PROGRAMMES

WITH MAJORS IN

- » COMMUNICATION, MEDIA & ADVERTISING
- » EXPERIENCE DESIGN & CURATION
- » FASHION AND CREATIVE INDUSTRY
- » ENVIRONMENTS AND SPACE DESIGN
- » VISUAL ARTS & CULTURE

(4 YEAR PROGRAM INCLUDING INTERNSHIP)
DEGREE AWARDED BY GURUGRAM UNIVERSITY,
GURUGRAM, HARYANA





About Vedatya Institute

Vedatya Institute is an initiative of IIT & the Wharton School alumni who wish to replicate their own quality educational experience for the benefit of students in India. It was established with the active support of corporations such as - The Radisson Hotel Group, USA and the Edwardian Group, UK. The institute is funded by the holding entity of Radisson Blu Plaza Delhi Airport, Radisson Blu Varanasi and a restaurant chain called The Great Kabab Factory. The institute's campus, located on Gurgaon-Sohna road, is fully integrated with academic, recreational and residential facilities for students.

The institute was established in the year 2000 as higher learning institution in India that offers internationally recognized, undergraduate and post graduate programmes of study in hospitality and business management.

VEDATYA HIGHLIGHTS

The institute's state-of-the-art campus, amongst other facilities, has the following features:

- » Within 25 minutes of the heart of Gurgaon, a major suburb of the National Capital Region (NCR)
- » Self-sustainable campus with academic, administrative, and residential accommodation for students
- » Recreational facilities including football field, tennis courts, volleyball court, basketball court, cricket pitch and an upcoming student centre
- » An environmentally-conscious design that minimises the developmental footprint "Green Campus" as per LEED- INDIA
- » Unconventional design of spaces
- » Mazes & Puzzles to foster teamwork, sharpen minds & critical thinking
- » Student designed and operated "Food Truck" to foster applied learning and entrepreneurial thinking

UNDERGRADUATE CERTIFICATE, DIPLOMA & DEGREE IN DESIGN

Communication, Media & Advertising (Graphic Design, Animation, Film & VFX, Media, Advertising)
Experience Design & Curation (UX Design, Game Design, AR/VR/MR, digital design)
Fashion & Creative Industries (Fashion Design, Lifestyle Accessory Design, Styling, Craft Design)
Environments & Space Design (Interior Design, Architectural Design, Event Design, Exhibition Design)
Visual Arts & Culture (Painting, Sculpture, Art Practice, Curation, Cultural Projects)

The programmes in Design at School of Design and Creative Arts at Vedatya Institute is clearly differentiated from what is usually on offer in the academic world. It is unique as it recognizes the need to first build 'design acumen' in a learner through a process of exploration and discovery. Feedback from a range of practitioners in the industry suggests that a predisposition towards labelling a learner with a specific domain is best avoided at the onset of the programme

The contemporary programmes offered by SDCA include the first two years as Interdisciplinary Design Studies (IDS) programme to provide maximum exposure to students in various disciplines and help them specialize in a Major of their choice in the subsequent years. This broad exposure helps students to align their professional goals with their personal choices. Students can exit at the end of 1 year with a Certificate in Interdisciplinary Design Studies (general) and at the end of 2 years with a Diploma in Interdisciplinary Design Studies (advanced). Students exiting with a Diploma can get entry level work opportunities in the industry, with the support of a portfolio of up to 13 projects and 2 internships.

The goal of this phase of study is to make the students realize how little do they understand about design and how much there is to learn. This phase will also have some of the fundamental business study courses being offered in parallel to design focused modules.

In the final two years, students are encouraged to deep dive into their specialized Majors and choose from a combination of Minors to build a career path that aligns with their goals. Continuous mentorship by industry experts supports this academic pathway, along with internships and project-based learning. Students will exit with a Degree in Bachelor of Design in a Major of their choice. At this stage, students would have completed up to 24 projects and 4 internships as well as national and international study tours. This will enable the graduate to get placed at key positions in the creative industries, enabling faster growth in their careers.

Key elements and differentiators of the program:

- » Sustainable design focus
- » "Making" 3D lab and prototyping outsourced centre
- » Experimenting design ideas with on campus spaces
- » Industry-on-campus for active interaction with students
- » National & international study tours, design competitions and live projects
- » Industry internships and speakers

The program aims to transform individuals with a passion to work in the design space into professionals with a specialized industry focus ready to work in the rapidly evolving design industry in India. Through studying/ experimenting with design fundamentals and varied approaches, spending time in a design organisation on a professional work placement – the students would gain academic understanding and practical knowledge of the issues involved in successful designing for chosen areas of specialization.

ELIGIBILITY & ADMISSION PROCESS

- » Class 12 of the Indian School System with minimum 50% (in best 4 subjects) in CBSE, ISC or equivalent accreditation
- » Test to establish aptitude and an interview will be conducted
- » A candidate can either fill online application form or download it from the website and send the duly filled application form to the address mentioned on the form along with a draft of Rs. 1500 drawn in the favour of "Umak Educational Trust" payable at Gurugram. Candidate can also obtain the application form from the Institute's Admission Office by depositing Rs. 1500 in cash
- » Selection is based on personal interview and aptitude test

ALUMNI SPEAK

I am an Alumni of the 2011 SHTM batch and already striving to become one of the youngest General Manager at IHG. A lot of it has to do with Vedatya and the various faculty members who guided me in the most crucial years. The curriculum at the institute which is research based is clearly the USP for me. I find the curriculum very helpful that encourages logical thinking & creates a strategic bent of mind which is quintessential for a student aspiring to be a leader in the professional world. Add to it, practical experience in the 1st year, Internship in the 2nd year, management modules and the thoughtful industry interface in the last 2 years, and you have a winner.

Abhishek Verma

SHTM-2011 Graduate

General Manager (GM) at Holiday Inn Express

Being a part of Vedatya family, I have set up myself as a winning professional in the recent times by executing my skills acquired from my academic qualifications and practical experiences in the ever active Vedatya. I have raised myself as a professional in the past recent years not only by learning cooking skills, but also gaining an highly professional management skills for an organization with the support of highly skilled Vedatya faculty.

Akshit Dhingra

SHTM 2012 Graduate

Chef at Angelina Paris, Dubai

It dates back to 2007 when the glorious journey with Vedatya began - and after four successful years of completion I worked as an Events Coordinator at Pullman Gurgaon Central Park. Vedatya taught me not only hotel management but how to walk the wonderful journey called Life. The institute has bestowed the seeds in me which make me what I am today. The four years at Vedatya have been remarkable not only in terms of academics but my overall development as an individual. The professors are the backbone of the institute who go out of the way to make sure your goal is attained as if it was their own. I'm now an entrepreneur, managing my own events management company, Designer Events Inc. When words such as "Kaveri Well Done" echo into my ears now- My heart smiles and owes all of it to Vedatya

Dilawar Singh Shaheed

SHTM 2009

Operations Head at Shloka Events



vedatya INSTITUTE

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