



SAU  
SOUTH ASIAN  
UNIVERSITY

**SOUTH ASIAN UNIVERSITY**

An International University Established by 8 SAARC Nations



**FACULTY OF ARTS AND DESIGN**

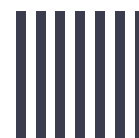
**ADMISSIONS OPEN**

**2025-26**



## Faculty of Arts and Design (FAD)

The Faculty of Arts and Design (FAD) at South Asian University (SAU) stands as a pioneering hub for artistic exploration, interdisciplinary research, and creative excellence. Dedicated to nurturing a new generation of creative leaders, FAD offers a comprehensive platform for both artistic practice and academic inquiry. With a focus on art, design, and media studies, the faculty fosters an environment that promotes innovation, cultural awareness, and social relevance. By blending tradition with modernity, FAD empowers students to excel in their chosen creative fields and contribute meaningfully to the global cultural landscape. Through rigorous coursework, hands-on training, and expert mentorship, the faculty prepares students to navigate and shape the ever-evolving creative industries of South Asia and beyond. The vision of FAD encompasses the following:

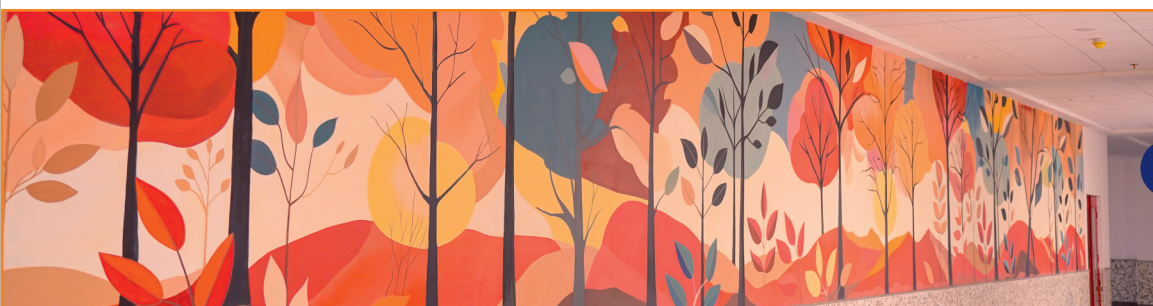


# Key Pillars of Our Vision:



- **Innovative Education:** Deliver transformative learning experiences that encourage critical thinking, research, and creative exploration through an interdisciplinary approach.
- **Cultural Integration:** Incorporate the rich artistic traditions of South Asia into our curriculum to preserve cultural heritage and inspire unique, globally resonant creations.
- **Industry Alignment:** Equip students with relevant skills and knowledge by staying attuned to the evolving demands of the creative sector and fostering collaborations with industry professionals.
- **Research and Innovation:** Promote a culture of inquiry where students and faculty engage in research that challenges existing paradigms and advances art and design.  
**Community Engagement:** Leverage the transformative power of art and design to promote social awareness and cultural appreciation through community projects, exhibitions, and outreach programs.
- **Global Perspective:** Prepare graduates to navigate and contribute to the international creative landscape by emphasizing an understanding of global art and design trends.  
**Sustainability and Social Responsibility:** Advocate for sustainable practices and social responsibility within the arts, encouraging students to consider the environmental and societal impacts of their work.
- **Technological Integration:** Ensure students are proficient with modern tools and platforms by integrating cutting-edge technology into our curriculum, enhancing their creative capabilities and adaptability.
- **Personalized Learning:** Support individual artistic growth and career aspirations by offering personalized learning paths and mentorship tailored to each student's unique talents and goals.
- **Lifelong Learning:** Instil a passion for continuous education, encouraging alumni to remain engaged with FAD and the broader art and design community to evolve and lead in their respective fields. By upholding these pillars, the Faculty of Arts and Design at SAU aspires to nurture a generation of artists and designers who are not only skilled and innovative but also socially responsible and culturally informed.

By upholding these pillars, the Faculty of Arts and Design at SAU aspires to nurture a generation of artists and designers who are not only skilled and innovative but also socially responsible and culturally informed.





## **Prof. Ambrish Saxena – A blend of Industry and Academics**

Prof. Ambrish Saxena is a combination of academics and industry having vast experience on both the sides. In the industry, he has worked on all media platforms – print, radio, TV, digital and films and has occupied vital positions in news organisations. In academics, he has remained associated with institutions of high repute in different capacities.

A widely travelled person, Prof. Saxena has participated in conferences across the length and width of the globe. He has trained journalists in Maldives as part of an UNESCO project, and has handled a research project of Worlds of Journalism Study (WJS), Germany in India. He is an office-bearer and member of many international organisations including GMEC, IAMCR and ICA. Prof. Saxena has master's degree in 4 subjects – Political Science, Journalism and Mass Communication, Law, and Management. He has accomplished his PhD in Radio Broadcasting Policies. He has more than 70 books to his credit as sole author, main author, chapter writer, editor, and co-editor.

At present, Prof. Saxena is setting up the Faculty of Arts and Design, while contributing to create a solid foundation of South Asian University Virtual Campus (SAU-VC).



## Fashion Design, Modelling and Styling

The world of design, fashion, modelling, and styling is fascinating, and caters to the creative instinct of a human being. As you enter this world and absorb yourself into its realm, you start loving life. This course is targeted to enticing your love, while presenting before you a career option.

This course will provide a comprehensive understanding of fashion design principles and processes, practical modelling skills and techniques for various fashion contexts, and equip students with styling knowledge and creative capabilities to enhance visual

### Eligibility

A candidate must have passed class 12 or higher secondary or any equivalent qualifying examination.

This course is open to fashion enthusiasts, fashion designers, models, stylists, and students interested in fashion designing in South Asian perspective.

### Fee Structure

**Course Fee: USD 120/ INR 10,440**

**Scholarship:** The fee concession will be given on SAU-VC short-term courses:

- 50% to the current SAU students.
- 25% to SAU Alumni
- 25% to Teachers from SAARC Countries

**Installment:** Students may choose to pay the full fee upfront or opt for installments.

If the installment option is chosen, a maximum of two installments will be allowed. In this case, the total fee will include an additional registration fee of USD 20. Currently, the fee for certificate courses is USD 120. With the installment option, the total fee will be USD 140, payable in two installments of USD 70 each.

**Programme Duration**

**3 Months – 40 Hours**

### Career Opportunities

Fashion Designer

Textile Designer

Fashion Illustrator

Fashion Merchandiser

Fashion Model

Commercial Model

Fashion Stylist

Image Consultant

Wardrobe Stylist



# SYLLABUS AND CONTENT DELIVERY

## INTRODUCTION: 2 HOURS

- Introduction to SAARC and SAU
- Student-Teacher Exchange: Aspirational Action Plan

## MODULE 1 – 9 HOURS: FASHION DESIGN

1. Overview of fashion history
2. Elements and Principles of Design
3. Fabric Types and Properties
4. Colour Theory, Fabric Selection and Texture

## MODULE 2 – 9 HOURS: FASHION MODELLING

1. Introduction to Modelling: Types and Techniques
2. Posing Basics, catwalk techniques
3. Runway vs. Editorial Modelling
4. Role of a model in fashion shows
5. Practical aspects of ramp, TV, and print media modelling
6. Importance of photography in modelling, portfolio photography

## MODULE 3 – 9 HOURS: FASHION STYLING

1. Role of a stylist in fashion industry
2. Trend Analysis and Forecasting
3. Study of body shapes and proportion
4. Personality: Personal style and expression
5. Personal, commercial, and editorial styling
6. Clothing and accessories for styling in view of body shapes and face shapes

## MODULE 4 – 8 HOURS: INDUSTRY PRACTICES

1. Fashion Industry Overview: Careers and Opportunities
2. Building a Portfolio: Design, Styling, and Modelling
3. Final Project

## VALEDICTION: 2 HOURS

1. Presentation of projects to peers and industry professionals
2. Certification distribution/feedback

## EVALUATION

1. Evaluation will be based on Assignments, Projects, and Presentations
2. No written examination will be conducted



## Communication Design and Graphics

This course focuses on visual aspect of communication and helps students in creative ideation, and critical thinking skills. It enhances understanding of the design process through demonstrations and hands-on training.

This course leads to comprehension of design principles, forms, typography and methodologies for successful communication ideas, narratives, concepts, and identities through various media. Students of this course will be able to apply the tools and technologies that will prepare them for design practice and management in collaborative environments.

### Eligibility

A candidate must have passed 12th standard

This course is open to students and professionals who want to unfold facets of communication and expand its visual horizon with the help of design and graphics

### Fee Structure

**Course Fee: USD 120/ INR 10,440**

**Scholarship:** The fee concession will be given on SAU-VC short-term courses:

- 50% to the current SAU students.
- 25% to SAU Alumni
- 25% to Teachers from SAARC Countries

**Installment:** Students may choose to pay the full fee upfront or opt for installments.

If the installment option is chosen, a maximum of two installments will be allowed. In this case, the total fee will include an additional registration fee of USD 20. Currently, the fee for certificate courses is USD 120. With the installment option, the total fee will be USD 140, payable in two installments of USD 70 each.



**Programme Duration**  
**3 Months – 40 Hours**

### Career Opportunities

Graphic Designer  
Brand Identity Designer  
Illustrator  
Advertising Designer  
Social Media Designer  
Design Educator  
Packaging Designer  
Visual Storyteller  
Motion Graphics Designer



# SYLLABUS AND CONTENT DELIVERY



## INTRODUCTION: 2 HOURS

- Introduction to SAARC and SAU
- Student-Teacher Exchange: Aspirational Action Plan

## MODULE 1 – 9 HOURS

### COMMUNICATION AND DESIGN CONCEPT

1. Visual Communication
2. Understanding design and graphics
3. Design aesthetics, elements & principles of design
4. Typography, colour psychology and application

Software Training:

Adobe Photoshop, Adobe Illustrator

## MODULE 2 – 9 HOURS

### CREATIVE DESIGNS

1. Concepts of Logo Design
2. Poster Design, Brochure Design
3. Packaging Design, Advertising Design

Software Training:

Adobe Photoshop, Adobe Illustrator

## MODULE 3 – 9 HOURS

### DIVERSE DESIGN PROJECTS

1. Design Project: Corporate/Brand logo & Logotype
2. Use of corporate colours, fonts as per the concept
3. Designing of Visiting Card, Letterhead, Envelop, Docket Folder etc.

## MODULE 4 – 9 HOURS

### BROCHURE DESIGN PROJECTS

1. Corporate Brochure Design (12 pages)
2. College Prospectus Design (8 pages)

## VALEDICTION: 2 HOURS

1. Presentation/Display of selected work
2. Certification distribution/feedback

## EVALUATION

1. Evaluation will be based on Assignments, Projects, and Presentations
2. No written examination will be conducted



## Vocal Music and Art of Singing

This course delves into the vibrant and varied musical traditions of South Asia. Students will explore the historical, cultural, and social contexts of music from India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, and Afghanistan. The curriculum spans traditional and contemporary music forms, iconic instruments and fusion styles that highlight the evolving nature of South Asian music.

### Eligibility

A candidate must have passed class 12 or higher secondary or any equivalent qualifying examination. This course is open to all music enthusiasts, professionals, and students interested in vocal music and South Asian singing traditions

### Fee Structure

**Course Fee: USD 120/ INR 10,440**

**Scholarship:** The fee concession will be given on SAU-VC short-term courses:

- 50% to the current SAU students.
- 25% to SAU Alumni
- 25% to Teachers from SAARC Countries

**Installment:** Students may choose to pay the full fee upfront or opt for installments.

If the installment option is chosen, a maximum of two installments will be allowed. In this case, the total fee will include an additional registration fee of USD 20. Currently, the fee for certificate courses is USD 120. With the installment option, the total fee will be USD 140, payable in two installments of USD 70 each.



**Programme Duration**  
**3 Months – 40 Hours**

### Career Opportunities

Classical Vocalist  
Recording Artist  
Music Educator / Vocal Coach  
Voice-over Artist  
Music Director / Composer  
Stage Performer



# SYLLABUS AND CONTENT DELIVERY

## INTRODUCTION: 2 HOURS

- Introduction to SAARC and SAU
- Student-Teacher Exchange: Aspirational Action Plan

## MODULE 1 – 8 HOURS

### FOUNDATION OF SOUTH ASIAN MUSIC

1. Overview of South Asia's cultural diversity and its influence on music
2. Music as a cultural artifact: An introduction to key forms and traditions
3. Foundational concepts: Raga (melodic framework), Tala (rhythmic cycles)

#### Demonstrations:

1. Presentation of iconic South Asian instruments (e.g., Sitar, Tabla, Harmonium, Sarangi, Rabab)
2. Sound identification and classification of instruments
3. Demonstrating the unique sound profiles and techniques of traditional instruments.

## MODULE 2 – 10 HOURS

### EXPLORING CLASSICAL AND FOLK TRADITIONS

1. Classical Music: Difference between Hindustani and Carnatic traditions
2. Introduction to key ragas, talas, and performance styles
3. Pakistan: The evolution of Qawwali and Sufi music
4. Bangladesh: Baul and Bhatiyali folk traditions
5. Nepal: Influence of Himalayan folk music
6. Sri Lanka and Bhutan: Buddhist chants and their interplay with folk styles
7. Afghanistan: Pashto and Persian influences in Afghan music

#### Listening Sessions:

Analysis of semi-classical and folk recordings

## MODULE 3 – 10 HOURS

### POPULAR AND CONTEMPORARY MUSIC TRENDS

1. Evolution of film music in India, Pakistan, and Bangladesh
2. Bollywood's global impact and its role in shaping South Asia's musical identity
3. Rise of fusion genres like Coke Studio and Indo-Western collaborations
4. Growth of pop, rock, and indie music in South Asia

#### Interactive Activities:

1. Song Analysis: Breakdown of iconic tracks from films & contemporary music scenes
2. Group Project: Curate a playlist showcasing the diversity of South Asian music

## MODULE 4 – 8 HOURS

### CROSS-CULTURAL INFLUENCE AND FUSION

1. Global influence of South Asian diaspora on music trends
2. Iconic collaborations: Ravi Shankar, George Harrison, other Indo-Western projects
3. Role of festivals and international platforms in popularizing South Asian music

#### Workshop:

Collaborative Composition Workshop: Create a short piece blending traditional and contemporary music styles

## VALEDICTION: 2 HOURS

1. Presentations: Topics include Bollywood's impact, Qawwali traditions, or Baul music
2. Certification distribution/feedback



**South Asian University (SAU), an international university established by the eight member nations of the South Asian Association for Regional Cooperation (SAARC), offers postgraduate and doctoral programs across various disciplines with a strong emphasis on research**

**CONTACT  
US FOR MORE  
INFORMATION**



+911135656542



fa-fand@sau.int

