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## Community Outreach in Cheelur Village

### Old Age Welfare & Needs Assessment Survey

As part of UBA and NSS outreach initiatives, School of Design and Digital Transmedia conducted an Old Age Welfare, Guidance & Needs Assessment Survey at Cheelur village on 14th January 2026, supporting SDG 1, SDG 3, and SDG 4.

Students from the School of Design and Digital Transmedia interacted with senior citizens using structured digital surveys to assess health, financial, social and emotional needs, while also providing guidance on welfare schemes, pensions, and well-being. The activity promoted dignity and inclusion for the elderly and sensitized students to social realities, contributing to future community welfare initiatives.

# Community Outreach in Cheelur Village

Young Saver Program – Building Financial Awareness in Young Minds



As part of NSS and Unnat Bharat Abhiyan outreach activities, the School of Design and Digital Transmedia organized the Young Saver Program at Cheelur Primary School on 14th January 2026 to promote financial awareness, social responsibility, and community engagement among rural children, supporting SDG 4 (Quality Education), SDG 1 (No Poverty), and SDG 10 (Reduced Inequalities). B.Design students conducted interactive sessions to introduce basic financial literacy concepts such as saving money, distinguishing between needs and wants, and developing regular saving habits through activities like role-plays, piggy bank demonstrations, creative craft sessions using waste materials, and a saving pledge ceremony. The program benefited primary school children by instilling essential life skills while enabling student volunteers to develop empathy, leadership and social responsibility, successfully fulfilling the objectives of NSS, UBA and the university's vision of community-oriented education.

## Dhanya Kala: Traditional Sankranti Grain Art

Celebrating culture and creativity through sustainable art practices



On 16 January 2026, students from the School of Design and Digital Transmedia participated in 'Dhanya Kala', an event to create art using traditional Sankranti grains. The event provided a unique opportunity for students to explore sustainable art practices while reconnecting with cultural traditions in a hands-on and creative way. The intricate process required patience, teamwork and innovative thinking, encouraging students to collaborate closely and experiment with different design patterns. Through their dedication and artistic skills, our students **secured 1st place**, making the achievement even more special. The experience not only celebrated traditional art forms but also inspired students to continue exploring culture-inspired and eco-friendly creative projects in the future.

# Workshop on IoT (Arduino & ESP32) for Product Designers

Designing Intelligent and Connected Products



The School of Design and Digital Transmedia conducted a Workshop on IoT (Arduino & ESP32) for Product Designers on 23rd January 2026 for B.Design students, focusing on the fundamentals of IoT, embedded systems, and smart product development while supporting SDG 4 (Quality Education) and SDG 9 (Industry, Innovation & Infrastructure). Led by Mr. Rahul Hiware, an expert in IoT, IIoT, Embedded Systems, Robotics and Generative AI, the workshop introduced IoT architecture, sensor integration, microcontrollers and smart device communication. Through hands-on sessions with ESP32 boards, students learned basic embedded coding, sensor connectivity and prototype development, gaining exposure to real-world applications such as smart homes, healthcare devices and industrial automation and were empowered to integrate design thinking with technology-driven, intelligent product solutions.

# Republic Day Celebrations 2026

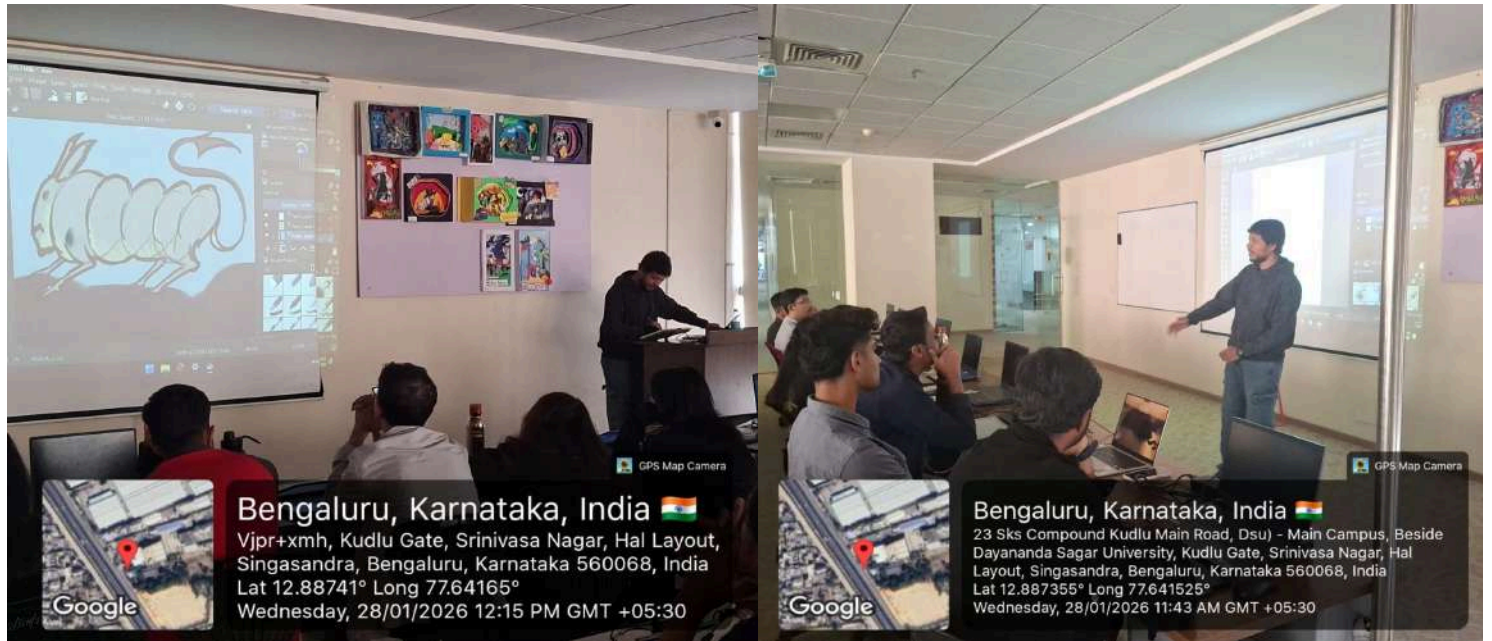
Fostering Patriotism and Unity Across the Campus



Republic Day was celebrated on 26th January with great enthusiasm, bringing together faculty members, students and deans from various departments. The celebration began with the hoisting of the national flag, followed by the singing of the National Anthem, creating a solemn and respectful atmosphere. This was followed by cultural programs, including patriotic songs and performances, which filled the gathering with pride and unity. The event successfully evoked a strong sense of patriotism and collective national spirit among everyone present.

# Workshop – Fundamentals of Digital Art Workshop

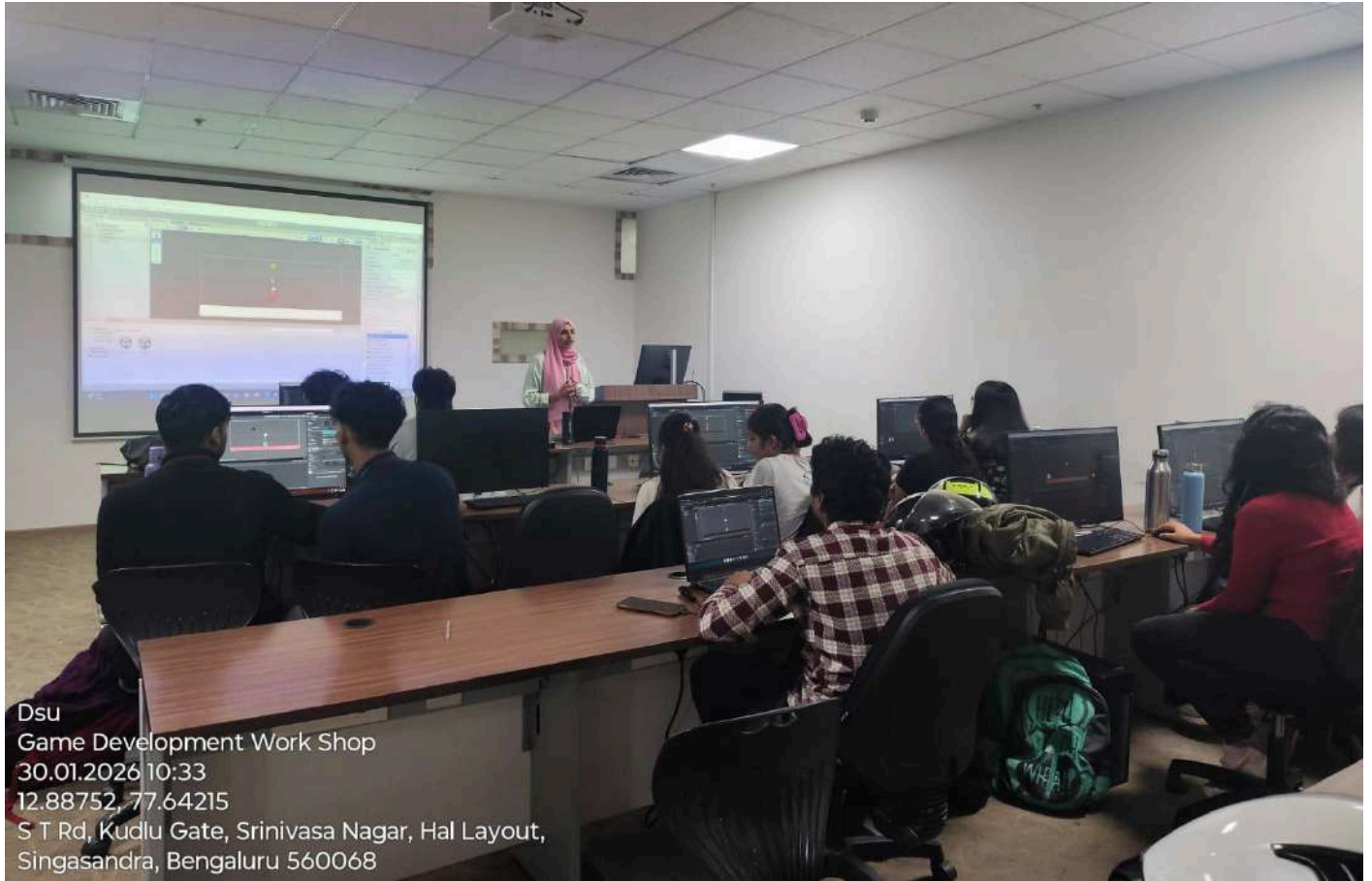
## Industry-Oriented Digital Art Skills Workshop



The School of Design and Digital Transmedia organized the Fundamentals of Digital Art Workshop on 28th January 2026 in collaboration with WACOM for B.Design students, aiming to introduce the fundamentals of digital art, digital sketching, visualization and professional digital workflows using industry-grade tools, thereby supporting SDG 4 (Quality Education) and SDG 9 (Industry, Innovation & Infrastructure). The workshop benefited students by enhancing their digital illustration and visualization skills while aligning with the university's vision of nurturing future-ready creative professionals. The session was led by Mr. Shreyas N, Art Visualiser and Digital Art Specialist, with WACOM as the industry partner and focused on digital drawing fundamentals such as line quality, brush control, layering, shading, color application, composition and visual storytelling. Through hands-on training with WACOM tablets, students explored pressure sensitivity, stroke dynamics and professional digital art pipelines relevant to animation, game art, UI/UX and product visualization, successfully bridging traditional art skills with modern digital workflows and empowering participants with essential contemporary creative competencies.

# Game Development Workshop

Unity-Based Hands-on Training Conducted by Ms. Afra Jain



A game development workshop was conducted by Ms. Afra Jain on 30th January 2026, where students were introduced to the basics of Unity software. The hands-on session enabled students to understand core game development concepts and successfully create a simple game by the end of the workshop. The interactive and engaging nature of the session helped students gain practical insight into how game applications function, enhancing both their technical understanding and creative skills.

# Capturing Light with Purpose

## An Interactive Session on Photography Lighting and Camera Essentials



The School of Design and Digital Transmedia successfully conducted a professional session on Photography Lighting and Camera Basics on 30th January 2026, coordinated by Prof. Varun Ch. The session offered an insightful and interactive learning experience, providing participants with a clear understanding of fundamental camera controls, including ISO, aperture, and shutter speed, along with essential exposure techniques. In addition, the session emphasized the importance of composition and framing, helping attendees develop a keen eye for capturing compelling visuals. Key lighting principles were also covered, including natural light handling, studio lighting fundamentals, and basic lighting setups for different scenarios. The session concluded with practical demonstrations, allowing participants to apply the concepts in real-time and significantly enhance the overall quality of their photography. Participants left the session equipped with both theoretical knowledge and hands-on skills, ready to experiment creatively with their cameras and lighting techniques.

# Master Case Writing

## One-day Faculty Development Program on Case Writing



Prof. Vivek Wallabhdas from SDDTM, participated in the one-day Faculty Development Program titled Mastering Case Writing, organized by Dayananda Sagar University (SCMS) on 31st January 2025. The workshop was conducted by Dr. G. V. Muralidhara, Professor of Practice and Deputy Director, SCMS Case Research Centre, and focused on the fundamentals of teaching case writing, structuring publishable case studies and understanding the case method widely used in management education. The program adopted a hands-on and experiential approach, enabling participants to gain practical insights into developing effective teaching cases. The participation in this FDP contributed to faculty capacity building and supported the department's efforts toward academic enrichment and innovative teaching practices.

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