



TOP NEWS

- Faculty presents research paper at Acharya International Design Conference 2025.
- Faculty engage in student counselling at key marketing and outreach events.
- Successful collaboration between SOE and SDDTM in 3D printing a Prosthetic Arm.
- Farewell held for the First Graduating Batch of SDDTM on July 31, 2025.

Faculty Research Paper Presentation at **Acharya International Design Conference 2025**

Prof. Harshitha, Prof. Komala, and Prof. Suraj from the School of Design and Digital Transmedia at Dayananda Sagar University participated in the **Acharya International Design Conference**, organized by Acharya Institute on May 28th and 29th, 2025. During the conference, they presented two research papers: "**Emerging Trends in Design: Indulging Different Modes of Teaching Pedagogy**" and "**Biomorphic Visual Appeal: Transforming Natural Forms into Tangible Products.**"

Workshop

Photography Masterclass Workshop



The School of Design and Digital Transmedia organized an insightful Photography Workshop on 28th May 2025, conducted by Dr. Bhavana Srinivasan. The workshop covered various technical and creative aspects of photography, offering a rich learning experience for all participants.

The Photography Workshop was highly engaging and informative, blending theoretical concepts with practical demonstrations. Dr. Bhavana Srinivasan's expertise and interactive approach enabled students to expand their understanding of photography, experiment with creative techniques, and enhance their visual storytelling skills.

Marketing Event

Faculty Counselling at Marketing Events



We are happy to share our faculty members proactively engaging with marketing team to achieve shared goals.

Prof. Harshitha , Prof. Vikek Wallabhdas, Prof. Komala and Suvedha actively engaged with parents and students in Edu-fair at Bangalore. Their contributions not only enhance our institution's reputation but also enrich the learning experiences of prospective students, who benefit greatly from their expertise and industry insights.

Event

Game Testing



The primary objective of this game testing session was to identify and document bugs in Starwalker and provide constructive feedback for improvements. Students participated by actively exploring the game, noting any issues, and suggesting enhancements.

The game testing session was a valuable experience, allowing students to apply critical thinking and problem-solving skills while contributing to real-world game development. The insights gained from this session will help refine Starwalker and enhance future game testing methodologies.

Student Achievement

SWAYAM Course

T Gayathiri Prakash (SDD24BD0011), a first-year B.Des student currently in the 2nd semester, has successfully completed the SWAYAM course titled "Introduction to Graphic Design." She has been awarded a certificate in recognition of her achievement. Congratulations to Gayathiri on this academic accomplishment!



Collaborative success in 3D printing for A Prosthetic Arm: School of Engineering (SOE) – School of Design and Digital Transmedia (SDDTM) Partnership



SOE and SDDTM collaborated on the development and 3D printing of a Prosthetic arm, achieving success in over 240 hours of printing. Thanks to Prof. DINESH KULKARNI (Dean, SDDTM), and coordinator, Mrs. Rashmi Kulkarni, and the students, Mr. DEEPAK SAHA (ENG21EC0026), Mr. LAKSHMIPATHI (ENG22EC1011), Mr. BRIJESH N (ENG22EC1004), and Mrs. CHANDANA CHITNIS (ENG21EC0019), for their dedication and expertise.

Students Work Poster Design



Students Work Poster Design



Designed by
Jaya Ridhanya
IV sem, B.Des



Designed by
Jaya Ridhanya
IV sem, B.Des



Designed by
Vishal
IV sem, B.Des

Students Work Newsletter Design Using Indesign

Issue, June

News

AI in Design

Revolutionizing the Creative Process

In the ever-evolving world of design, artificial intelligence (AI) is no longer just a buzzword—it's a transformative force reshaping the creative industry. From automating repetitive tasks to providing data-driven insights, AI is revolutionizing the way designers work. This article explores the benefits and challenges of AI in design, offering insights into how designers can leverage this technology to enhance their workflow and create more impactful work.



The Rise of AI Tools in Design

For decades, designers have relied on traditional tools and software to bring their visions to life. However, the rise of AI-powered platforms is pushing the boundaries of what's possible. Leading design software, such as Adobe Sensei, Figma, and MidJourney, have introduced AI-driven features that streamline the creative process, from generating design concepts to automating repetitive tasks. These tools are revolutionizing the industry by allowing designers to focus on more creative and high-value tasks.

For decades, designers have relied on traditional tools and software to bring their visions to life. However, the rise of AI-powered platforms is pushing the boundaries of what's possible. Leading design software, such as Adobe Sensei, Figma, and MidJourney, have introduced AI-driven features that streamline the creative process, from generating design concepts to automating repetitive tasks. These tools are revolutionizing the industry by allowing designers to focus on more creative and high-value tasks.



Personalization and Customization at Scale

One of the most compelling benefits of AI in design is its ability to enable personalization and customization at scale. Whether it's creating targeted marketing campaigns, personalized product recommendations, or dynamic user interfaces, AI allows designers to tailor their work to individual users. This level of personalization is not only enhancing user experiences but also driving business growth by increasing engagement and conversion rates.

Enhancing Creativity, Not Replacing It

Despite the growing prevalence of AI in the design process, it's important to remember that AI is not a replacement for human creativity. Instead, it's a powerful tool that enhances and streamlines the creative process. Designers can leverage AI to automate repetitive tasks, generate ideas, and explore new possibilities, allowing them to focus on their most creative and strategic work. The key is to use AI as a collaborator, not a replacement.

AI in Architecture: Building Smarter

AI's influence extends well beyond the world of graphic and digital design. In the field of architecture, AI is playing a significant role in making buildings smarter and more sustainable. AI algorithms are being used to optimize building designs, ensuring that structures are not only visually appealing but also functional and energy-efficient. By analyzing data on weather patterns, light exposure, and airflow, AI can suggest design adjustments that maximize natural light, reduce energy consumption, and enhance overall building performance.

ISSUE, MAY

NEWS

The Rhythm Report

TATE MCRAE SHINES AS A VOICE OF A NEW GENERATION.

29 May 2023

From viral hits to global recognition, Tate McRae has emerged as one of the most emotionally raw and relatable artists in modern pop and R&B. Her distinct voice and dance-trained stage presence continue to set her apart in a saturated industry.

Fast gaining traction on YouTube and TikTok, McRae soon boasts multiple chart-topping hits, with her latest album *Think Later* reflecting her evolution as both a songwriter and performer.



TATE'S ROOTS IN DANCE SHAPE HER SOUND

29 May 2023

Before music, there was movement. Born in Calgary, Canada, Tate McRae began her journey as a competitive dancer. This background infuses her performances with a unique emotional and physical intensity—every beat in her songs is felt through the body as much as the heart.



EARLY BEGINNINGS

Tate's breakout came with "You Broke Me First," a viral hit that quickly amassed over a billion streams and launched her into the global spotlight.

CREATIVE CONTROL

She co-writes nearly all her songs and often collaborates closely with her producers to ensure every track remains authentic to her story.

THE ROAD AHEAD

McRae is set to headline international festivals this summer, with fans anticipating her upcoming deluxe album and more emotionally charged visuals.

MAY, ISSUE

NEWS

ISSUE, MAY

NEWS

COVER DRIVE DAILY

Virat Kohli: The Unstoppable Force of Indian Cricket

EARLY LIFE AND RISE TO STARDOM

23 May, 2025

Virat Kohli's name is etched into the fabric of Indian cricket. Born on November 5, 1988, in Delhi, Kohli's rise from local lanes to international fame is a story of grit, focus, and unmatched ambition. He first caught global attention in 2008, leading India to its 19th World Cup victory, soon making his senior team debut the same year.



DOMINANCE ACROSS ALL FORMATS

23 May, 2025

Kohli soon became a run-scoring machine across formats—ODIs, Tests, and T20s. His chase-master reputation grew with each performance, often carrying India home under pressure. With more than 70 international centuries and unmatched consistency, he is widely regarded as one of the greatest batsmen of the modern era.



LEADING BOLDLY

As captain, Kohli brought intensity and fitness to the Indian team. He led India to the No. 1 Test ranking and a historic series win in Australia, setting new standards.

FIRE ON THE FIELD

Known for his fierce energy, Kohli plays every match with heart. His obsessive commitment and aggression make him one of the most passionate players in the game.

MORE THAN A CRICKETER

Beyond cricket, he's a global icon — from launching fitness brands to supporting young athletes. Kohli's impact reaches far beyond the boundary lines.

The Rise of Internet Fame: How Ordinary People Became Icons.

There was a time when becoming famous meant acting, modeling, and enduring harsh through a grueling industry. Today, it's often a click away from a viral video or a social media post.

From celebrities looking reality shows to influencers building political agendas, the line of internet fame is no longer blurry—it's a red carpet. The real question is: how long will it last?

Just ask Taylor Swift, who recently posted that she's "not interested" in a relationship. Her post went viral, sparking a global conversation about her career and public image.

What's even fascinating is the variety of content. There are gamers who achieve fame through their skills, social media influencers who gain millions, and even fitness enthusiasts who inspire millions.

Internet Fame: A Double-Edged Sword

The impact of internet fame can't be denied—it's changing culture, industry, and even how we view ourselves. While it offers opportunities, it also brings challenges, such as loss of privacy and public scrutiny.

But it's not always for the faint of heart. With great fame comes great pressure. Many creators struggle with the constant need to produce content and the fear of losing their audience.

Still, the pressure is game-changing. Creatives are becoming more diverse, including those from different backgrounds and ages. Fans support their creators not just with money, but with love and loyalty.



MIDNIGHT LIBRARY MADNESS

Every book worth the page count is a masterpiece. The Midnight Library is a novel that explores the concept of a library where every book represents a different life you could have lived. It's a thought-provoking and emotional journey.

MYSTERY OF THE VANISHING LEFT SOCKS

Forget the classics—today's students are more interested in the mystery of the vanishing left socks. Laundry rooms across campuses are reporting a strange phenomenon: every 100 socks, one is missing. It's a mystery that has inspired theories, investigations, and even a cult.

Lionel Messi Leads Argentina to Thrilling World Cup Victory

In a historic moment for football fans around the globe, Lionel Messi captained Argentina to its maiden World Cup victory in the FIFA World Cup final last month. Facing off against France in a match held at one of the greatest World Cup stadiums, Argentina triumphed 4-2 after an intense penalty shootout.

After a long and hard-fought game, Messi's leadership and skill proved decisive in securing the trophy.

After a long and hard-fought game, Messi's leadership and skill proved decisive in securing the trophy.

After a long and hard-fought game, Messi's leadership and skill proved decisive in securing the trophy.



WINNING THE WORLD CUP IS A DREAM COME TRUE. IT'S NOT JUST FOR ME — IT'S FOR EVERY PLAYER WHO BELIEVED AND EVERY FAN WHO NEVER STOPPED HOPEING.

After a long and hard-fought game, Messi's leadership and skill proved decisive in securing the trophy.

Farewell

Farewell to Our First Graduating Batch!



On July 31, 2025, the School of Design and Digital Transmedia marked a proud and emotional milestone – bidding farewell to its very first batch of graduating students. The event was a heartfelt celebration of creativity, perseverance, and new beginnings.

The three trailblazing students – Gururaj, Surya, and Sanshray – were honored for completing their academic journey and becoming the first official graduates of the school. As pioneers, they have not only excelled in their own paths but also laid a strong foundation for the cohorts that will follow.



DAYANANDA SAGAR
UNIVERSITY

SCHOOL OF DESIGN AND DIGITAL TRANSMEDIA

Dayananda Sagar University, Hosur Rd, Kudlu Gate, Srinivasa Nagar, HAL Layout, Singasandra,
Bengaluru | Phone: 080 4909 2924 | www.dsu.edu.in