



The art of communication is  
the language of leadership.



JAMES HUMES

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## SPACE DESIGN

Store Design  
Set Design  
Visual Merchandising  
Exhibition Design  
Virtual Environment  
& Experience Design

Branding  
Typeface Design  
Identity Design  
Publication Design  
Advertising  
Packaging

## VISUAL COMMUNICATION



Creating tactile setups which appeal to the mind and playing with the space around oneself while also combining it with something that conveys, transmits and publicises that idea with absolute clarity is a very important and useful skill to have in one's arsenal.

Information has to be conveyed and delivered to the target audience in such a way that there remains no discrepancy. While Digital design allows the back and development, Graphic Design makes up the frontal structure.

## MEDIA AND DIGITAL DESIGN

Multimedia Design  
UI and UX  
Web Design  
Animation  
Infographics



## FASHION JOURNALISM

Fashion Columnist  
Copy Writing  
Fashion Editor  
Fashion Blogger  
Fashion Criticism



## FASHION STYLING

Trend Analyst  
Trend Forecasting  
Film Celebrity Styling  
Illustration Design  
Costume Styling  
Portfolio Design

These fields essentially go hand in hand and are of paramount importance in today's up and coming fashion industry. Styling allows to create a visually aesthetic look while the knowledge of photography enables you to capture it with pristine accuracy

## PHOTOGRAPHY

Fashion Photography  
Product Photography  
Short Film  
Documentary Design  
Videography



FIRST SEMESTER: 6 MONTHS

1

\*Art is not something to be understood, but to be felt

#we will show them various photographs and paintings and ask them emotion does it evoke in them

\*Catching up with the fashion shows

#knowing the garment silhouette

#what they are wearing, and talking about it

\*Brain storming and mind mapping

\*Basic photography

#making photostories

2 \*Knowing typography and typeface

\*Creating your own typeface

\*Learning photoshop and InDesign

\*making a coffee table book

# 3

- \*Documentary videos
- \*Video editing
- \*Design research
- \*Formats of news writing
- \*Interviews

- # 4
- \*Script writing
  - \*Making advertisements
  - \*Basic knowledge of marketing
  - \*Visual merchandising
  - \*Space management in retail stores

# 5

\*Branding

\*Store design

\*Following the trends

\*styling

\*Trend forecasting

MID - TERM JURY

- 6
- \*Editorial fashion shoot
  - \*copy writing
  - \*Web design
  - \*Exhibition design

7

\*Short film

\*Vlogging

\*Packaging

\*Animation

# 8

\*UI/UX

\*Blogger

\*Story telling

\*PR

9 \*Create your own brand

END - TERM JURY

THANK YOU