

C R E A T E Y O U R
FUTURE

PROSPECTUS 2020

Pearl Academy offers UC & PG programs in

Design | Fashion | New Age Business | Contemporary Media

To know more, visit www.pearlacademy.com or
call 1800 103 3005 (Toll Free)

DELHI • NOIDA • MUMBAI • JAIPUR • BENGALURU • KOLKATA



Create your Future

What does the future have in store for me?

That's the question every student is faced with. It's exciting and scary at the same time. But you know what The best way to predict the future is to create it.

And that's what we do at Pearl Academy. We help you create. Not just masterpieces in the world of design and art; but moulding a future you deserve. You're here not just to learn the principles of design and communication, but also to re-define the past conventions. Get ready to dive into a world where we explore unlimited possibilities. It'll be as much about true grit, as it'll be about real genius.

Whether it's Product Design, Communication Design, Fashion, Interiors or Journalism- you are all creators. being a creative person comes with an unyielding desire to raise the bar. It comes with a thirst to accomplish the unimaginable. To dream the unthinkable, to create the impossible- to be the best you can be. That's why at Pearl Academy we give you the tools, the canvas and the skills.

So, get ready to design your best masterpiece ever- your future.

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DELHI CAMPUS

Delhi has two campuses: in Naraina and Rajouri Garden. The Naraina campus is fully equipped with world class infrastructure. It has been the launch pad for design, fashion, business and media professionals for the last 25 years. The Rajouri Campus is 100,000 sq ft. and is designed around the needs of design students, providing them with a contemporary architectural canvas that is permeated with slick classrooms and wide collaborative spaces perfect for the 21st century learner.

A-21/13, NARAINA INDUSTRIAL AREA, PHASE II, NEW DELHI
EROS BUILDING DISTRICT CENTRE, RAJOURI GARDEN, NEW DELHI



Scan the QR code to
view the campus in 360°

MUMBAI CAMPUS

The Mumbai Centre with its state-of-the-art labs for media, fashion, product and interiors have ensured a world class learning experience for students. Located right in the centre of bustling Mumbai makes it a great place to get ready for the creative industries. The Mumbai Campus has won accolades like, 'Mid Day Excellence in Education Awards 2017', 'Best Upcoming Design Institute in Mumbai' award at 'Brands Academy Education Excellence Awards' 2014 and Bronze Award under 'Emerging Design School Category' at The Edutainment Awards, 2016.

SM CENTRE, ANDHERI KURLA ROAD, ANDHERI EAST, MUMBAI



Scan the QR code to view the campus in 360°



Scan the QR code to view the campus in 360°

JAIPUR CAMPUS

The Jaipur Centre has been awarded as one of the most beautiful college campuses in India by India Today, 2016 and has also won 'Best Learning Building' Award at the World Architecture Festival Awards, 2009. It's spread over 3.28 acres and has state-of-the-art infrastructure which includes world class fashion, interiors, jewellery & gemmology labs, making it the ideal place to learn the nuances of fashion and design. The Centre has hosted the 14th International Conference of the International Foundation for Fashion Technology Institutes in 2012.

Affiliated to Rajasthan ILD Skill University for B.Voc Degree

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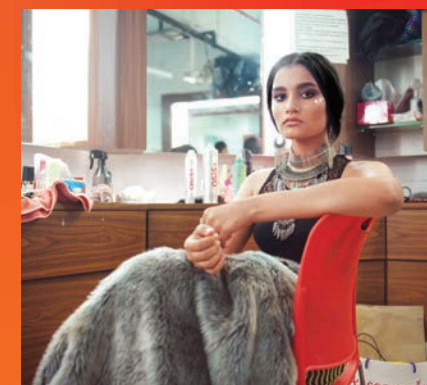
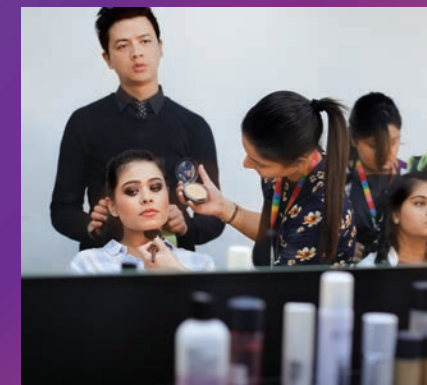




NOIDA CAMPUS

The campus is located in the heart of Noida, a part of the National Capital Region (NCR). This campus houses state-of-the-art labs like Sewing & Cutting, Printing & Embroidery and Make-up. It has a well-stocked Library and Resource Centre along with Design & Drawing Studios, Pattern-Making Studios and more. It's surrounded by renowned export houses and studios of fashion designers.

B-25, SECTOR 59, NOIDA



KOLKATA CAMPUS

**PEARL ACADEMY
IS NOW IN KOLKATA**



BENGALURU CAMPUS

**PEARL ACADEMY
IS NOW IN BENGALURU**



LEADERSHIP

Executive



Sharad Mehra
President
Creative Arts Education Society

Academic



Nandita Abraham
President - Pearl Academy



Sharmila Katre
Dean - Academic Development
and Innovation



Prof. Seema Mahajan
Dean - Academic Governance



Rishi Uppal
National Head - CRD



Ambika Magotra
Associate Dean,
School of Creative Practice



Alex Velasco
Dean - School of Design



Antonio Maurizio Grioli
Dean - School of Fashion



Viveck Vaswani
Dean - School of Contemporary
Media

Operation



Col. Rajmeet Singh
Campus Director - Delhi



Ajay Sawhney
Campus Director - Mumbai

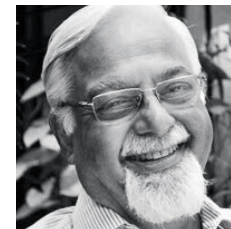


Alka Madhan
Campus Director - Jaipur

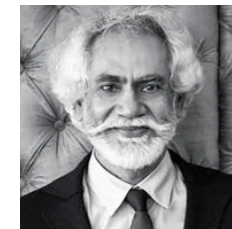


Abhishek Sharma
Campus Director - Noida

ADVISORY BOARD



Prof. Vikas Satwalekar
Design Consultant



Sunil Sethi
President
Fashion Design Council of India



Vinay Sheel Oberoi
IAS Officer - 1979 batch



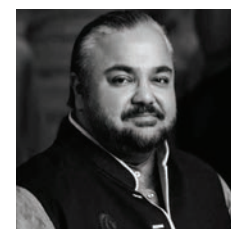
Dr. Roopak Vasishtha
CEO
Apparel Made-ups & Home
Furnishing Sector Skill Council



Satish Gokhale
Design Specialist
Owner
Design Directions Pvt. Ltd.



Mohit Soni
CEO
Media and Entertainment
Skills Council



Mr. JJ Valaya
Founding Member
Fashion Design Council of India

ADVISORY BOARD OF SCHOOLS



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Design Director &
Principal Designer
Lopez Design



Ashwini Deshpande
Co-founder & Director
Elephant Design Consultancy



Niladri Mukherjee
Founder, CEO
Glue Design & Innovation



Alex Davis
Artist and Designer
Stefano Giovanoni studio



Sriram Suryanarayanan
Design Director
IBM Interactive Experience



Madav Raman
Architect and Urbanist
Anagram Architects Partner



Charudutt Chitrak
Professional Photographer



Anuj Choudhary
Actor



Claudio Moderini
Design Director & Partner
at Innovation By Design, LLC



Wallace Murdoch
Head of Academic Projects
NTU, UK



Adrien Yakimov Roberts
Director of Education
Academia Costume E Moda,
Roma, Italy; / International
Trustee of GFW, London



Shereen Sikka
Blogger, Influencer
Love And Other Bugs

ADVISORY BOARD OF SCHOOLS



Jaishri Jethwaley
Visiting Consultant-ISID,
Project Director-ICSSR
(Research)



Mohit Soni
CEO
Media & Entertainment
Skills Council



Mayank Shekhar
Entertainment Head
Mid Day Newspaper
Mumbai



Nonita Kalra
Editor-in-Chief
Harper's Bazaar India



Shubho Sengupta
Brand Consultant



Dr. Stephen Quinn
Principal
MOJO Media Insights



Bhaskar Das
Executive President
Dainik Bhaskar Group



Farhana Farook
Managing Editor,
Filmfare Magazine



Ms. Radharani Mitra
BBC Media Action, India
National Creative Director &
Executive Producer



Rohit Gandhi
Editor-in-chief of Democracy
News Live

PEARL TOTAL LEARNING SYSTEM™

According to Future of Jobs report by World Economic Forum, skills outlook that will drive future careers include active learning, innovation, creativity, analytical thinking, and new technologies, supported by communication, collaboration, adaptability. In this backdrop, India Skills Report (ISR) 2019 indicates 60 percent 'new age jobs' will be driven by analytics, design, and artificial intelligence.

Key trends like Globalisation, mobility, millennial and changing demographics, new behaviours, and technology are redefining how we engage, work and communicate.

Industry experts are no longer looking at your domain expertise alone. It is also about WHO YOU ARE. That's why HOW you learn today is as crucial as WHAT you learn.

How the future of work will change:

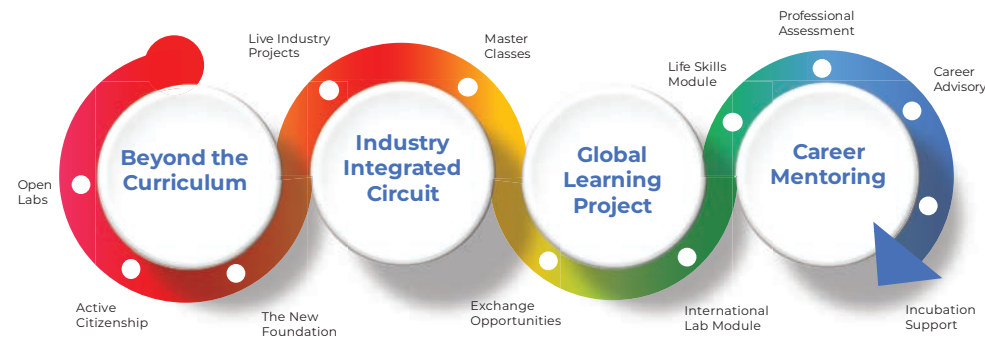
By 2025, millennials will comprise 75% of workforce (Forbes report 2017).

A Forbes article states, soft skills (power skills) including collaboration, innovation communication, analytical thinking and quick decision-making ability will be crucial for organisational hiring.

Skill sets will dramatically change in 37 percent jobs, while 9 percent new jobs will be created (ISR 2019).

One out of five people hired for new age skills will be for 'design' jobs (ISR 2019).

At Pearl Academy, our 360-degree comprehensive learning-based model helps every student get meaningful learning experience. Pearl Total Learning System (PTLS) ensures holistic development of every student by providing tools, methods and exposure, developing creative confidence and attitude to be successful with future of work. It includes:



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Beyond the Curriculum

facilitates learning through open labs to develop new learning/special skills, provide multi-disciplinary/inter-disciplinary collaborative experiences, and philosophy of active citizenship to be actively involved in community projects.

Industry Integrated Circuit

involves industry experts throughout the student journey (from curriculum design till employment) designing curriculum, live industry projects, master classes, industry jury and employment.

Global Learning Project

ensures international exposure to every student facilitated by exchange programs, experience lab and f2f/beamed classes with international students and faculty mentors. Option to study final year in another university abroad.

Career Mentoring

provides professional development support and life skills trainings, exposure to HR summits, interview preps, assess professional competencies and letting students design their careers.

INDUSTRY ALLIANCES

FDCI joins hands with Pearl Academy to nurture and develop the designers of tomorrow.



An exclusive tie-up with Amazon.in to showcase talented alumni's creations



Adobe partners with Pearl Academy to launch India's first Adobe Digital Technology Academy



SCHOOL OF FASHION

PLACEMENTS 2019



BEST PACKAGE OFFERED:



5.40 lac

next SOURCING

COLLABORATIONS



International Partners

(Student Exchanges | Visiting Faculty & Experts | Summer workshops | Collaborative Projects)

Fashion Institute of Technology, USA

University of the West of England, UK

Accademia Costume & Moda, Rome

University for the Creative Arts, UK

Whitecliffe College of Art & Design, New Zealand

University of Derby, UK

Nouva Accademia di Belle Arti, Italy

Torrens University, Australia

Amsterdam Fashion Institute, Netherlands

Nottingham Trent University, UK

Fashion Institute of Design & Merchandising, USA

Manchester Metropolitan University, UK



ANTONIO MAURIZIO GRIOLI
DEAN
SCHOOL OF FASHION

School of Fashion, is the powerhouse of innovation and creativity, where students are offered industry oriented programs in fashion designing, styling, textile and beauty industry. We emphasize on the combination of technical skill sets along with human touch which leads to synergy of innovative ideas and creative solutions. Each of the verticals offers UG & PG Programs and

11 months professional certificate. With a dedicated team of highly competent, trained and industry experienced, both local and international faculty members, the learner gains real-time industry information. Apart from classroom teaching, the students are exposed to various workshops, master classes conducted by the industry experts in association with the Fashion Design Council of India, to give them the experience of what lies ahead.

4 YEAR UG PROGRAM

• Fashion Design • Fashion Styling & Creative Direction • Textile Design

2 YEAR PG PROGRAM

• Fashion Design • Textile Design • Fashion Styling & Image Design
• Costume Design: Film, TV & Theatre

11 MONTH PROFESSIONAL CERTIFICATE

• Fashion Design • Fashion Design Indian Wear
• Fashion Media & Makeup
• Personal Styling & Image Consultancy • Styling for Interiors
• Surface Design for Fashion & Accessories
• Celebrity & Bridal Hair and Make-up



STUDENT WORK
TRIPTI BINDAL

UG PROGRAM FASHION DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Noida, Jaipur, Mumbai, Bengaluru and Kolkata

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

A collaboration of culture, technology and contemporary fashion aesthetics, this program is designed for future creative innovators who have the potential to be change-makers. In today's transforming world, students require new learnings, sustainable practices and 'people-centric' creative outputs from evolving market trends in the contemporary space, while reflecting on the cultural heritage of fashion. These values are the focus of this program. While an international exposure is provided to up skill students, there's an equal emphasis on encouraging industry-ready-skills like: Creative vision, decision making, craftsmanship, life-long learning, adaptability, empathy, technical skills and communication skills.

These offerings in the curriculum are featured through industry internships, interaction with industry professionals, international labs and sponsored projects with real-time challenges. With an eye on the future of fashion, modules like 'Fashion Mash up' allow students to collage aesthetics, to recognize and reflect on various contemporary and cultural influences. With state-of-the-art technology-3D Printing, laser cutting etc.- and international experience at their disposal, students are encouraged to imagine and build future scenarios for exploring the design outcomes of tomorrow.

CAREER PROSPECTS

- Fashion Designers • Product Developers • Creative Pattern Makers
- Fashion Co-coordinators • Sampling Designers • Design Merchandisers
- Fashion Trend Forecasters • Fashion Educators • Fashion Illustrators
- Costume Designers



STUDENT WORK
RAAGINI MURADA

UG PROGRAM

FASHION STYLING & CREATIVE DIRECTION

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Noida, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

A combination of fashion styling, creative direction and visual communication makes this a first-of-its kind course. In a time of social media and high value branding, students learn the intricacies of personal styling, clientele aspirations, social engagements and application to varied professional spaces. With national and international exposure to events, industry consultants, fashion trend mapping students are encouraged to develop an understanding of art and aesthetics, communication culture, society and politics. There's also an emphasis on proposing new ways of social engagement to encourage innovative mindset.

The study of photography, film, make-up and hair design and art direction allows students to present visual information clearly and with ease. From magazine editorials to shoots for brand look books and e-commerce, students can deliver products to a consumer in a coherent manner that is aligned with the brand DNA. The study of character, costume and context enables students to work successfully on costumes for film, television and theatre.

CAREER PROSPECTS

- Fashion Editorial Stylist · Stylist for a Magazine · Commercial Stylist
- E-commerce Stylist · Costume Stylist for TV and Film · Costume Designer for TV and Film · Personal Stylist · Spatial Stylist · Visual Merchandiser · Public Relations Manager · Food Stylist · Visual Story teller · Creative Director · Stylist for Events
- Brand Stylist · Wedding and Trousseau Stylist



UG PROGRAM
TEXTILE DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Jaipur

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

Deep understanding of the rich Indian textile and design heritage with contemporary fashion trends in a global setting, are the core elements here. Learners are encouraged to be industry-ready-professionals as they apply creative thinking, sustainable methods, and technical skills for specialization in printing, weaving, knitting, creative surfaces. In today's fast-changing fashion scenario, this course also emphasizes on comprehensive academic rigor and international exposure with an eye on contemporary trends and developing designs for future seasonal collections.

Students explore surfaces and structure designs patterns for fashion or interior/home furnishing or automotive textiles, and related markets. The course enables students to develop a global perspective and skills for future fashion and smart textiles with a vision to have international perspective, artistic abilities, innovation, and a sense of social responsibility.

CAREER PROSPECTS

- Fabric Designers For Fashion · Interior And Home Furnishing Designers
Automotive Textile Designers
- Lifestyle Product Designers· Colorists And Trend Forecasters · Home Stylists
- Sourcing Coordinators · Academicians · Freelance Designers And Entrepreneurs In
Design Houses, Export Houses · Mill Sector, Carpet Industry · Craft And Handloom
Sector Professionals And Entrepreneurs
- Retail Brands And Forecasting Agency Professionals

STUDENT WORK
SATYAM



STUDENT WORK
SHIVYA SACHDEVA

PG PROGRAM **FASHION DESIGN**

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Noida, Jaipur, Mumbai, Bengaluru and Kolkata

Certification : Apparel Made-Ups & Home Furnishing Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

Fashion Design provides a broad intake of graduates from any discipline to imbibe an integrated approach to design and technical subjects with thorough market understanding.

This program features a dynamic curriculum that fuses creative expression with technical and business aspects to make a signature statement for its creator. Combining technical expertise and contemporary practices with aesthetic skills, sustainability, branding and brand management, meeting consumer aspirations, learning the process of material collation to creating a final product, are key elements of this program.

CAREER PROSPECTS

- Assistant Designers • Stylist • Visual Merchandiser
- Freelance Designers • Design Consultants • Entrepreneurs



STUDENT WORK
CHHAVI JINDAL

PG PROGRAM

FASHION STYLING & IMAGE DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Mapping fashion trends, juggling dynamic challenges in style scenarios and using visualization for a unique creative voice are the core elements of this program. Students learn to understand, conceptualize and articulate visual information using fresh ideas and relevant technological skills and platforms. After an initial exposure in basic art and design elements for visualization and self-expression, they are given deeper insights into fashion, society and culture through a study of art and history. Thereafter, they can choose an area from the offered electives of Editorial and Commercial Styling, New Media Styling, Personal Styling or Visual Merchandising, for a specialization.

CAREER PROSPECTS

- Fashion Editorial Stylist • Stylist for a Magazine • Commercial Stylist
- E-commerce Stylist • Costume Stylist for TV and Film • Personal Stylist
- Spatial Stylist • Visual Merchandiser • Public Relations Manager
- Stylist for Events • Brand Stylist • Wedding and Trousseau Stylist



STUDENT WORK
SALONI MAHAJAN

PG PROGRAM

COSTUME DESIGN FILM, TV & THEATRE

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

PROGRAM OVERVIEW

Costume design has gained tremendous relevance in the age of internet, with growing demand for web series and offbeat films. Sharpening skill sets like characterization, experimenting and innovation, make-up design and nuances of prosthetics and costume production, are integral to this program.

An understanding of culture, history, society and politics enables students to create memorable screen idols in sync with popular and counter cultural audiences.

CAREER PROSPECTS

- Costume Designer • Costume Researcher • Costume Stylist
- Theatre Costume Designer • Art Director



PG PROGRAM **TEXTILE DESIGN**

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Jaipur

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

Understanding the futuristic trajectory of textiles through shifting practices, insights and technical expertise are the core elements here. This encourages learners to explore the creative world of contemporary textiles in a cultural context, to expand the traditional understanding of textiles. It fosters responsible design thinkers with a futuristic vision to take the traditional textiles to a global platform by mapping trends, new innovations, tools and techniques.

The main thrust of this program is to shape responsible future leaders and textile professionals. Students undertake projects and learn to channel their creativity to customize consumer demands and establish new business models and innovations, which are sustainable for the people and planet. A blend of traditional and technical practices are the mainstays of this program.

CAREER PROSPECTS

- Clothing/ Textile Technologist • Color Technologist
- Interior and Spatial Designer • Textile designer • Lecturer in Academia
- Printmaker • Product Designer • Retail Buyer • Visual Merchandiser



STUDENT WORK
AKSHITA BHASIN

PROFESSIONAL PROGRAM **FASHION DESIGN INDIAN WEAR**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi, Noida and Jaipur

PROGRAM OVERVIEW

A contemporary creative expression; fashion and design identity from an Indian perspective are integral to this first-of-its-kind program in India. As the fashion choices are getting more transformative globally, design professionals can lend their creative voices by fusing traditional and contemporary clothing for an Indian clientele. The learner will be exposed to understand and develop commercially viable products for E-commerce and online space. Students will be provided with opportunities to explore bridal wear industry and contemporary Indian-wear.

This program aims to cater to the design needs of the domestic market that thrives on resources of Indian craft, traditional pattern making, and garment construction. It provides a deep understanding of the traditional and modern Indian fashion and discover ways to meaningfully connect the Indian traditional clothing to contemporary fashion trends.

The program provides the essence of elementary aspects of design and is the stepping stone, giving design aspirants or design professionals to build a strong foundation of the domestic Indian fashion market. The modules will range from basic skill level to highly specialized knowledge of Indian crafts, textiles, surfaces and pattern making leading to develop expertise for contemporary and traditional Indian fashion.

CAREER PROSPECTS

- Fashion Designer in Domestic Brands • Trousseau Designer
- Entrepreneur or designers at Startups • Indian work-wear designer
- Fashion consultant for e-commerce • Freelance Designer
- Pattern maker for India Wear



STUDENT WORK
GARIMA PAL

PROFESSIONAL PROGRAM

PERSONAL STYLING & IMAGE CONSULTANCY

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

PROGRAM OVERVIEW

Creative strategies, client management, reinventing fashion trends and customized personal styling are the key components of this program. With a heightened focus on appearance and image in today's time, the young creatives are encouraged to find ways of addressing challenges and high pressure situations in professional space, as 'visual storytellers.'

Besides exposure to international and national fashion trends, workshops and interactions with industry consultants, students pick up key professional skills. Understanding the clientele, communication skills, empathy, focused approach, adaptability are encouraged through various projects and modules in this program.

CAREER PROSPECTS

- Personal Stylist · Image Consultant · Celebrity Stylist
- Wardrobe Consultant · Wedding Stylist · Corporate Image Consultant



STUDENT WORK
RIYA ALAGH

PROFESSIONAL PROGRAM **FASHION DESIGN**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi, Noida and Mumbai

PROGRAM OVERVIEW

A contemporary and comprehensive program that draws the best of undergraduate and post graduate practices and learnings, this program is for the future trendsetters & entrepreneurs in the fashion sphere. An updated curriculum with critical inputs from external feedback, online learning, resources, international exposure, participation in Fashion week and industry connect are integral to this one-year program. It is a customized solution for professionals who are facing lack of creativity or depending on Design Professionals for their retail stores or production units. With its inclusive and immersive learnings can be a turning point for the young bright minds aspiring to study overseas. It keeps them updated with latest fashion trends, events and sharpens their skills to deal with high pressure and demands of the fashion world, as professionals.

CAREER PROSPECTS

- Fashion Designers In Design Studios • Trend Forecasters
- Fashion Coordinator In Export Or Buying Houses • High End Boutique Owners
- Production Coordinator In Apparel Manufacturing Units • Fashion Firm Consultants
- Freelance Fashion Designers • Sourcing Managers For Fashion Brands



STUDENT WORK
SIMRAN HANDA

PROFESSIONAL PROGRAM **FASHION MEDIA MAKEUP**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi, Noida and Mumbai

Certification : Media & Entertainment Skill Council (MESCC)

PROGRAM OVERVIEW

The beauty business is growing at a phenomenal pace in India. Many leading global brands are seeking to enter the Indian market, which can be seen in the rapid entry of major international salon chains and cosmetic brands in India – a situation that's arising mainly due to a willing and growing consumer set. The upcoming international trends in the beauty industry when it comes to looks and personal grooming are widely accepted in this program. The changing market conditions have bolstered the demand for highly competent beauty professionals who can take up key positions as Makeup Artists, Hair Stylists, Photographic Stylists, Fashion Promotion Events, Retail Cosmetic Sales, and other related areas.

This exclusively designed curriculum of Fashion Media Makeup, with technical assistance from the London College of Fashion, offers an intensive conceptual and practical study, along with training through visual communication and its application in the makeup & hair styling industry through classroom lectures, lab work, assignments, and research projects. The program emphasises on intensive practical and applied training in core areas.

CAREER PROSPECTS

- Makeup artist for films, TV serials and music albums
- Makeup director for fashion shows
- Makeup trainers
- Managers in a cosmetic brand
- Salon Managers
- Head Makeup artist in salon
- Personal Makeup artist and hairstylist



PROFESSIONAL PROGRAM **STYLING FOR INTERIORS**

Duration : 11 Months

Eligibility : 10+2

Time : Morning / Afternoon

Location : Delhi and Mumbai

PROGRAM OVERVIEW

This first-of-its-kind program in India, is designed to give creative insights into the global trends, tools and processes of interior styling to future trendsetters. Students will learn to give creative expression to projects and actualize them by combining technical knowledge, customization and space planning techniques coordinated by the right scale furniture, decor and art, to create a layered space that has a designer feel to it. Industry-ready-skills like communication, client management, adaptability, creative vision and innovative attitude along with a keen eye for changing industry trends and demands are the mainstays of this program.

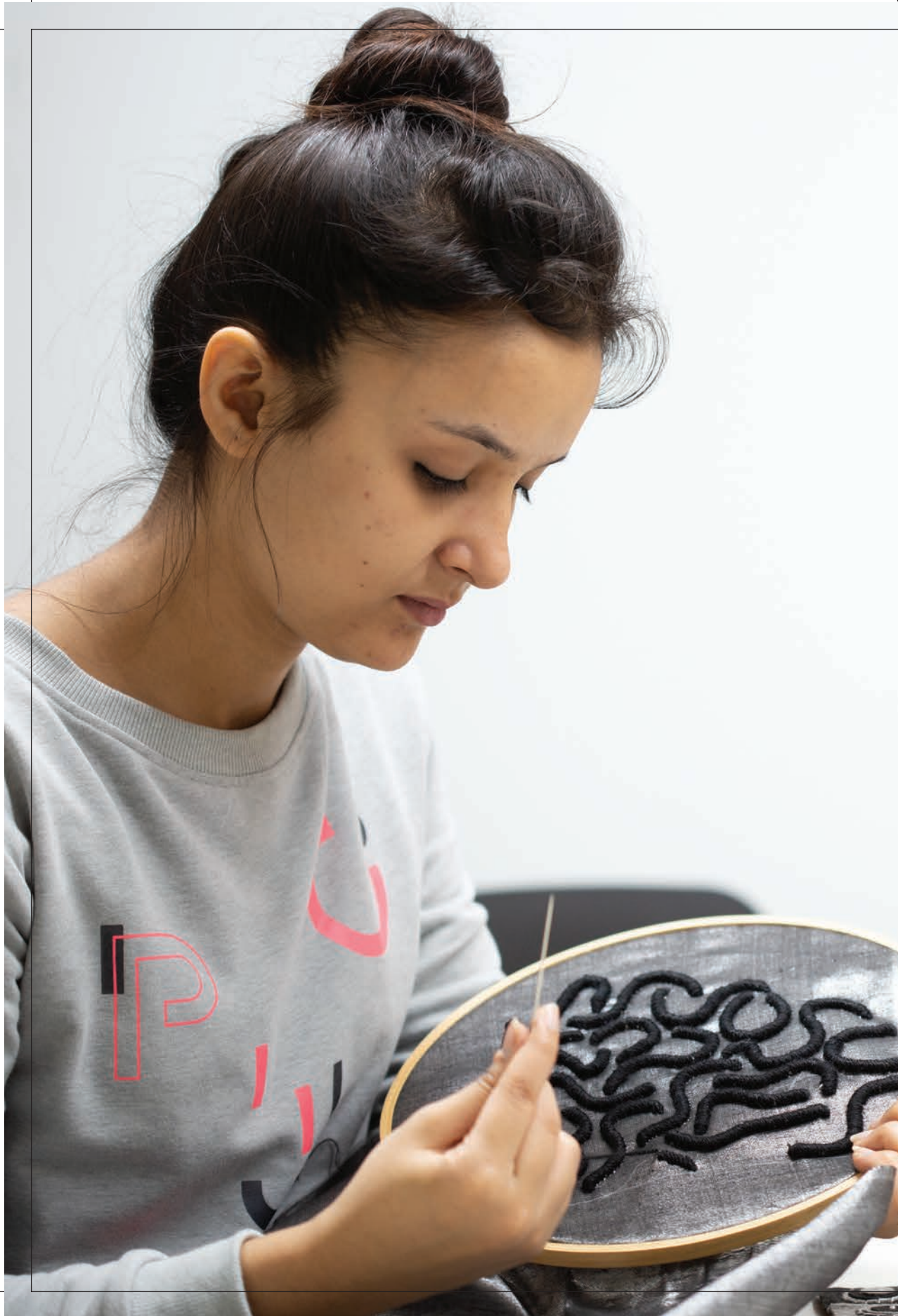
The curriculum trains students in developing a comprehensive understanding of a personal style through visual communication and its application in the Interiors and soft furnishing industry through classroom lectures, lab work, assignments and research projects. Aspirants will be given practical and real-time exposure to experience through industry mentors, live labs, better understanding and challenges of styling process, sourcing, materials, technicality and design curation.

Features: The modules include Foundation of Color and Visualization in Interiors, Design Styles Fundamentals, Material Explorations: Hard goods and Textiles, Market Study and Professional Practice

Lifestyle Products – Furniture, art, Accessories, CAD Drawing – AutoCad 3D, CAD Drawing - Google Sketch-up among others. Leading industry names like Elle décor, Airbnb, DLF, Pure home, Spanio Home, Jainsons have absorbed Pearl Academy students.

CAREER PROSPECTS

• Assistant Interior Designer • Concept Stylist & Curator • Visual Merchandiser



PROFESSIONAL PROGRAM

SURFACE DESIGN FOR FASHION & ACCESSORIES

Duration : 11 Months

Eligibility : 10+2, in any discipline

Time : Morning / Afternoon

Location : Delhi

PROGRAM OVERVIEW

In a world driven by visual and technological impact, this new-age program crafts unique creative identity for the future leaders in the fashion arena. This first-of-its-kind program in India, fuses technical skills with traditional and contemporary arts for creating a transformative and impactful experience for anyone from consumers, industry, creative peers and communities. Students will be encouraged to frame creative surfaces in embroidery and print design by developing creative aptitude and design sensitivity to deliver original work through handmade and digital methods and draw from domestic and global trends.

This program strikes a delicate balance between traditional art and crafts practices with digital learning practices for future practitioners. Developing professional projects by combining experimentation, creativity, research technology, materials and tools in contemporary space are integral to this program.

The curriculum includes interaction and training with artisan's for understanding the strong design essence and huge landscape of Indian crafts of different states. Explorations will be thematic while learning motif development, patterns and repeat understanding to generate original surface design. Students will understand technical nuances to do prints and graphics for textiles, fashion, interior, stationary and retail packaging. The students will be able to work with a wide range of industries like the Fashion textiles, Home Furnishing, Craft sector, Handloom Cooperatives and also create their own ventures.

The program module entails fabric studies, textile craft visit, understanding the finer aspects of sketching and drawing, exploration of various surface techniques, CAD for prints and graphics, digital print development and projects.

CAREER PROSPECTS

- Print & graphics designer for textile industry · Surface designer for home furnishings industry · Entry level textile Sourcing manager · Creative Embroidery surface coordinators
- Sample coordinator for creative surfaces in design house · Surface design trainer in NGO or Handloom Cooperatives · Stationaries & retail package designer



PROFESSIONAL PROGRAM

CELEBRITY & BRIDAL HAIR AND MAKE-UP

Duration : 11 Months

Eligibility : 10+2, in any discipline

Time : Weekdays

Location : Delhi and Mumbai

PROGRAM OVERVIEW

The Celebrity Styling and Wedding Industry is growing at a phenomenal pace in India. Many people are looking for professional makeup services in this field. Many leading global brands are seeking to enter the Indian market, which can be seen in the rapid entry of major international salon chains and cosmetic brands in India – a situation that's arising mainly due to a willing and growing consumer set. The upcoming international trends in the beauty industry when it comes to looks and personal grooming are widely accepted in this program. The changing market conditions have bolstered the demand for highly competent beauty professionals who can take up key positions as Celebrity Makeup Artists & Hair Stylists and Bridal Makeup Artists and Hair Stylists.

Features: The exclusively designed curriculum of Celebrity & Bridal Hair and Makeup, with technical assistance from the London College of Fashion, offers an intensive conceptual and practical study, along with training through visual communication and its application in the makeup & hair styling industry through classroom lectures, lab work, assignments, and research projects. The program emphasises on intensive practical & applied training in core areas.

CAREER PROSPECTS

- Celebrity Hairstylist • Celebrity Makeup Artist • Bridal Hairstylist
- Bridal Makeup Artist • Beauty Consultant • Stylist Assistant

ALUMNI SPEAK



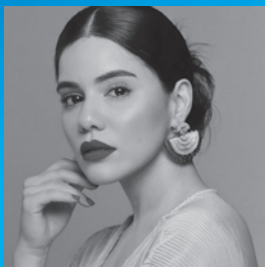
"I did my program from Pearl Academy, I had a very great experience. After completing my program I had a very good exposure in the fashion industry. The teachers and the program gave me the right exposure and made me realize what I actually want to do."

Vaishali Shadangule
Fashion Designer



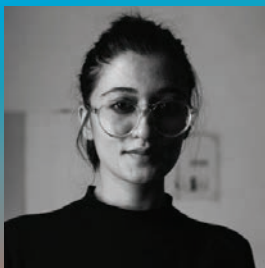
"To fulfill your dreams, follow your path; your thoughts without fear and judgment. Let there always be a mentor that helps you through. Find that mentor in Pearl. It's where your first dream will come to reality."

Nikhil Mehra
Fashion Designer



"My experience as a student of fashion styling at pearl was great as it played a significant role that helped me in my fashion journey"

Roshni Bhatia
Blogger-The Chique Factor



"The initial years of understanding design are extremely important for a strong foundation. Pearl was able to do that for me, it allowed me to explore and grow with the expertise of some excellent faculty."

Kriti Tula
Creative head and founder, Doodlage

FACULTY



Shalini Gupta
· UG in Fashion design from NIFT Mumbai · Has freelanced as a Fashion Stylist and content contributor to fashion magazines



Prasanna Baruah
· MA in Fashion & Textile from Pearl Academy · Over 18 years of industry academic experience



Gauri Kathju
· Post graduation from NIFT Mumbai and PG from NID



Saurabh Deo
· Bachelor of Design from NIFT Delhi
· 12 years of experience in garment industry



Arun J. Lakra
· PG in Textile Design from the NID · 12+ years of experience in design, research, crafts and academics · Worked with retail brands like Raymonds, Pantaloon, Lee Cooper



Sona Bose Bhattacharya
· Over 27 years experience in fashion industry
· Worked as a Costume Designer with Film Director Pradeep Sarkar



Varun Goel
· An alumnus of Pearl Academy
· Has worked with designers Nitin Bal Chauhan, Poonam Bhagat, Akaar and Shweta Kapur



Ashish Dhaka
· Completed his masters from University of Creative Arts, UK
· Showcased his work on sustainability at the Mercedes Benz Berlin fashion week and London Design week.



Parag Goswami
· A certified fashion stylist and image consultant
· Has served in multiple roles - lecturer, stylist and public & international relations officer in both corporate and academic establishments.



Sakshi Sethi
· 12 years of work experience and worked as Makeup Trainer and Product trainer
· Has worked with brands like VLCC, Colorbar and Sephora



Sabbah Sharma
· Showcased her collections at Lakme Fashion Week.
· Worked with various Bollywood celebrities, fashion shows and shoots



Devika Sharma Pathak
· More than 20 years of experience in Fashion Industry
· Worked with various design houses and brands like Suneet Varma, Reebok, Fabindia, CIE, Cottage Industries

SCHOOL OF DESIGN

PLACEMENTS 2019



BEST PACKAGE OFFERED:  **13 lac** | 

COLLABORATIONS



INTERNATIONAL PARTNERS

(Student Exchanges | Visiting Faculty & Experts | Summer workshops | Collaborative Projects)

Stamford International University, Thailand
 Zuyd University of Applied Sciences, Netherlands
 Nouva Accademia di Belle Arti, Italy
 Royal Academy of Art, Netherlands
 University for the Creative Arts, UK
 University of Applied Sciences Europe, Germany
 University of Derby, UK
 Torrens University, Australia
 Nottingham Trent University, UK
 NABA, Italy



ALEX VELASCO
DEAN
SCHOOL OF DESIGN

The School of Design offers specialized and flexible programs in – Interior Design, Product Design, Accessory Design, Game Design, Jewellery Design, User Experience & Interaction Design and Graphics & Communication Design amongst others. The faculty in the School is drawn from some of the most well reputed design schools around the world; they also have a wide array of practical experience in diverse design industries, providing a balanced approach to theoretical and practical teaching. The learning is characterized by the studio environment, where hands-on work, reflection, discussion, debate, and decision-making happen in a loose, collaborative atmosphere. Textbooks and exams are replaced by seminars, journals, projects, and field visits. Students also have the opportunity to link with other design disciplines through collaborative projects and exposure to multidisciplinary guest lectures and workshops run by industry professionals. Professional skills and attitude are also promoted through embedded soft-skills training, internships, live projects, and entrepreneurial training.

4 YEAR UG PROGRAM

- Graphics & Communication Design • Interior Design
- Product Design • Accessory Design • User Experience & Interaction Design
- Animation & VFX • Game Design • Jewellery Design

2 YEAR PG PROGRAM

- Interior Design & Styling
- Product Design • Accessory Design • User Experience & Interaction Design
- Retail & Experience Design • Graphics & Communication Design

11 MONTH PROFESSIONAL PROGRAM

- User Interface Design • Visual Merchandising & Display Design

STUDENT WORK
SAKEENA TAYEBJI

BEHOLD THE NULL ISLAND



UG PROGRAM

GRAPHICS & COMMUNICATION DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

Certification : Media & Entertainment Skill Council (MESC)

PROGRAM OVERVIEW

This program equips students to apply the principles of design to a wide range of communication challenges across various forms and types of media. Students develop an understanding of people in their socio-cultural settings and devise appropriate strategies that lead to communication products, systems, services, and experiences. The program offers students a golden opportunity to pursue professional development in graphics, illustration, sequential art, typography, image processing, motion graphics, and narration. The key elements of the program place emphasis on originality and conceptual development. Students work with traditional print media as well as contemporary digital forms, gaining the essential skills in today's market. This program explores various techniques utilised by professionals in telling impactful stories and ideas through production and post-production processes. Students will learn how to build, analyse, and evaluate digital products, services, and tools. The competencies this program strives to develop in students blend technical comprehension with research methodologies to develop a unique conceptual approach to problem-solving.

CAREER PROSPECTS

- Games Developer • Web Designer/Developer • 2D/3D Artist • Character Designer
- Visual Effects Artist • Motion Graphic Designer • Multimedia Designer
- Broadcast Designer For Cinema And TV • Interaction Designer



UG PROGRAM

USER EXPERIENCE & INTERACTION DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Cross-disciplinary program for students who aspire to work in the burgeoning field of user experience and interaction design.

From the many apps on our smartphones to the high-powered software we use at work, humans are interacting more than ever with computing devices. The work of the interaction designer is to create meaningful relationships between these product-service systems and the people who use them.

The importance of user experience has come into sharp focus in the last decade, due to rapid technological advancement, and the proliferation of this technology into all aspects of lives - from our homes and work spaces, to daily as well as specialised tasks, and even the mediation of our relationships and social structures.

However, the supply of qualified UX designers, has not kept pace with the huge demand for them. The User Experience and Interaction design program at Pearl seeks to address this imbalance and produce skilled designers ready to deliver on the job from Day One.

The 4-year undergraduate program is cross-disciplinary, with roots in Communication Design. Students will develop a keen sensitivity to the fundamentals of design and leveraging design solutions across different media to create socio-cultural impact.

As they progress, students will explore the intersections between human behaviour, visual systems, the built world, and the natural world, and develop the ability to define, develop, deliver meaningful and desirable product-service ecosystems.

The program will equip students with the specialised skills to build digital products and holistic experiences based on a human-centered design methodology. Students will learn topics spanning the areas of digital platform design, visual design, emerging technologies, and human behavior, among others.

In addition to undergoing classroom instruction, all students will get hands-on experience through projects focused on specific experience/interaction problems. Working in teams, they will define and execute all parts of their project, including problem definition, execution and presentation.

CAREER PROSPECTS

· UX Designer · UI Designer · UX Analyst · UX Researcher · Digital Experience Designer

UG PROGRAM

ANIMATION & VFX

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Program that enables students' ambitions in getting into the animation industry and animation practices with theoretical, technical, and business knowledge from one of the India's best programs.

Animation Design program at Pearl Academy is for people who want to get into animation studios and animation production houses. Students will learn the technical tools required to build engaging characters and environments to explore the fundamentals of storytelling and entertainment. The study of these disciplines will allow students to gain knowledge to create and control virtual environment.

Through the four-year duration of the program, students will learn history and theory 2D and 3D graphics, simulation and modeling, storytelling and narrative, current best practices/developments in animation design and apply their theoretical learning to prototype, test and develop animation projects of different sizes and complexity. During the process of creating these projects, students will work in multidisciplinary teams, thereby getting exposure to how real-world animation companies operate and will be a part of a creative community with strong external networks.

The program combines both in-class theories with rigorous practical training through well-equipped labs boasting of state-of-the-art equipment. Further, the experienced in-house faculty is supported by a steady stream of industry experts who keep students abreast of the latest developments in the field and prepare them to tackle real-world projects once they graduate.

CAREER PROSPECTS

· Animation Designer · Character Designer · Motion Designer



STUDENT WORK
RAKSHITA GUPTA

UG PROGRAM **GAME DESIGN**

Duration : 4 Years
Eligibility : 10+2, in any discipline
Location : Delhi, Mumbai, Bengaluru

PROGRAM OVERVIEW

Program that teaches students to break into the video game industry with theoretical, technical, and business knowledge from one of the India's best programs. The Game Design program at Pearl Academy is meant for people who want to get into game design and development. Students will learn the technical tools required to build engaging games and explore the fundamentals of storytelling and behavioral and play psychology.

Through the four-year duration of the program, students will learn history and theory of Play, Games and Gaming, 2D and 3D graphics, simulation and modeling, user interface design, storytelling and narrative architecture, current best practices/developments in game design, online games, casual games, mobile games, educational games, serious and strategy games, apply their theoretical learning to prototype, test and develop game projects of different sizes and complexity. During the process of creating these games, students will work in multidisciplinary teams, thereby getting exposure to how real-world gaming companies operate and will be a part of a creative community with strong external networks.

The program combines both in-class theories with rigorous practical training through well-equipped labs boasting of state-of-the-art equipment. Further, the experienced in-house faculty is supported by a steady stream of industry experts who keep students abreast of the latest developments in the field and prepare them to tackle real-world projects once they graduate.

CAREER PROSPECTS

- Game Designer
- Level Designer
- UX Designer



UG PROGRAM

JEWELLERY DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Jaipur

PROGRAM OVERVIEW

India is renowned for jewellery-based craft traditions and techniques, manufacturing as well as exports. Today, digital technology innovations in design and manufacturing are paving the way for new leaps in Jewellery industry in India. Concurrently, e-commerce platforms are changing the way jewellery is perceived and consumed. While precious and luxury jewellery is always popular, the young Indian today is experimenting with many new forms, materials and expressions in jewellery.

Keeping these new critical developments in mind, the 4 Year Undergraduate Program in Jewellery Design at Pearl Academy has been designed to not only cater to the export & traditional jewellery market but is also focused in exploring new domains of design and craft, which will give the industry its next set of designers and makers. The program will train students in the wide array of areas essential to jewellery design. The program will provide all students' skills to leverage technology across design, manufacturing, business and retail.

We aim to create design-preneurs and future leaders with strong business and design acumen, with the competence to work and contribute to any part of the jewellery value chain. Our collaborations with jewellery industry stalwarts will provide the essential industry inputs and training to the students to prepare them for the real-life experience.

The key areas that 4-year Undergraduate program will cover are

- Design & Presentation Skills
- Jewellery Fabrication Techniques (Handmade & Industrial)
- Trend Forecast & Design Application
- Consumer Study & Marketing
- Digital Skills for Presentation & Manufacturing
- Craft Based Design
- Jewellery Innovation using Material, Techniques & Technology
- International Exposure
- Industry Sponsored Final Project

CAREER PROSPECTS

- Jewellery Designer
- Independent Design Consultant
- Design Entrepreneur
- Design Researcher
- Manufacturing Consultant
- In-House Designer
- Visual Merchandiser
- Educator



UG PROGRAM

INTERIOR DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

NATA 2018 scores accepted

Location : Delhi, Mumbai, Jaipur, Bengaluru and Kolkata

PROGRAM OVERVIEW

Exploring the power and impact of spatial design to understand and transform existing spaces in a social, cultural, sustainable and contemporary setting is at the heart of the Interior Design program at Pearl Academy. In a technologically transforming ecosystem where design problems are multiple and challenges are complex, our program encourages students to take creative risks. They design spaces that blend real-world requirements with innovative solutions, to shape holistic spatial experiences.

International exposure, career mentoring by top industry experts and live projects are designed to hone the skills and learnings of students. The program aims to develop the ability to experiment, conceptualize, and detail functional and aesthetic spaces in which the final design solutions may not be singular, but divergent in nature.

Fusing boundaries and crossing disciplines with a combination of problem-solving skills and creativity are integral to this program and we create skilled professionals who are adaptable and well equipped to navigate through a constantly evolving future. The learning is project-based, with options to explore the functional, technical, and planning aspects of Interior Architecture, along with the stylistic, aesthetic, and thematic elements of Interior Design.

CAREER PROSPECTS

- Interior Designer • Freelancer • Artist • Consultant • Design Practitioner
- Stylist • Self-employed Designer • Craft Entrepreneur • Researcher
- Educator • In-house Expert Designer



STUDENT WORK
JITENDER SHARMA
ROTOMO: A PORTABLE ULTRA LIGHT
WASHING MACHINE

UG PROGRAM **PRODUCT DESIGN**

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Balancing out-of-the-box thinking with aesthetic of form and functionality, students acquire making skills, hone their perception and develop design aptitude to create innovative products and systems. The program learning integrates design methodology with critical thinking, technical knowledge, a strong sense of empathy applied to develop a wide of range socially responsible objects for contemporary markets.

The 4 years of the UG program is a combination of lectures, seminars, studio work and workshops for hands-on learning and making. Our on-campus maker space is well-equipped for both mechanical and digital fabrication and has full-time technicians to support and facilitate student work. Projects often take students outside the classroom for extended field work for e.g. study trips, field research and industry visits. Students spend their time interacting with faculty and industry mentors; gaining knowledge of design principles; exploring different materials, processes and technologies; studying socio-economic trends; understanding local and global cultures while working with traditional as well as contemporary manufacturing technologies. Students generate concepts, sketch & model in 3D using the latest software, construct physical prototypes to develop problem-solving products.

The UG Product Design program provides an open learning environment, we develop competent, creative, and innovative product designers who are intellectually mature, ecologically sensitive, and socially responsible.

Scope of design work includes:

- Consumer Durables*: Home appliances, kitchenware, furniture, consumer electronics (analogue or digital), etc. *(except automobiles)
- Interactive Products: Sensor based; programmable; IOT enabled; interactive objects
- Product Innovation: Disruptive products for social impact, Medical & Healthcare products/devices

CAREER PROSPECTS

- Product/Industrial Designer · Independent Design Consultant · Design Entrepreneur
- Design Researcher · Manufacturing Consultant · In-House Designer · Sustainability Designer · Retail Design · Toy Designer · Lighting Designer · Furniture Designer
- Product Design Educator · Material Specialist



UG PROGRAM

ACCESSORY DESIGN

Duration : 4 Years

Eligibility : 10+2 pass in any discipline

Location : Delhi, Jaipur and Mumbai

Certification : Gem and Jewellery Skill Council of India

PROGRAM OVERVIEW

The program learning integrates the knowledge of making with a keen sense of aesthetics which is then applied to design and develop a wide of range objects for essential every day to high-end luxury markets. Fusing imagination, aesthetics and functionality, students acquire making skills, hone their perception and develop design aptitude to create lifestyle accessories and systems.

The 4 years of the UG program is a combination of lectures, seminars, studio work and workshops for hands-on learning and making. Our on-campus maker space is well-equipped for both mechanical and digital fabrication and has full-time technicians to support and facilitate student work. Projects often take students outside the classroom for extended field work for e.g. study trips, field research and industry visits. Students spend their time interacting with faculty and industry mentors; learning different materials, processes and technologies; studying past and future trends; understanding local and global aesthetics and styles; working with both traditional as well as contemporary crafts and techniques.

The UG Accessory Design program provides a large canvas for exploration and self-expression, students are encouraged to become agile thinkers, adept makers and fearless creatives.

Scope of design work includes:

- Wearable Accessories:- Bags, Shoes, Watches, Eyewear, Jewellery (precious & non-precious)
- Non-Wearable Accessories:- Home Décor Objects, Office Accessories, Giftware, Tableware

CAREER PROSPECTS

- Accessory Designer · Luggage/Footwear Designer · Trend Researcher
- Design Trend Forecaster · Lifestyle Designer · Craft Design Specialist
- Accessory Design Blogger · Accessory Design Educator · Material Specialist



PG PROGRAM

INTERIOR DESIGN & STYLING

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru, Kolkata & Jaipur

PROGRAM OVERVIEW

This 2-Year PG in Interior Design & Styling explores the interior built environment through the lens of an inhabitant. The program explores the interactions between people and their cultures, emotions, and activities through various social functions of living, working, resting, and playing. The approach integrates technical, functional, theoretical, materials, aesthetics, and creative processes of design, with a strong emphasis on critical thinking, independent learning, and both social and ecological consciousness. After an essential exposure to the underlying history and theory of interior design and practical applications through design studio projects, students take advantage of a flexible elective curriculum that covers typologies across residential and commercial spaces.

The program initially focuses on developing sensory-perceptual skills by sensitising one to interior design material and techniques. It aims at bringing learners from diverse backgrounds to a common platform of design understanding to make them ready for design learning in their specific design disciplines. Students will be exposed to a wide range of theoretical, design, technical, and communication contexts. They will also be able to apply this knowledge further to design principles and stylise complex spaces.

CAREER PROSPECTS

- Designer & Stylist with Interior Design Firms • Furnishers • Freelancer
- Consultant • Design Practitioner • Self-Employed Designer • Craft Entrepreneur
- Visual Merchandiser • Sourcing Managers with Interior and Furnishing Firms
- In-house Designer • Stylist • Artist • Set Designer • Wedding and Event Designer
- Production – movies, magazines, publications etc.



PG PROGRAM

PRODUCT DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

The Post Graduate Program in Product Design (PGPD) seeks to answer these three most relevant questions for any designer today:

- What will our future lives be?
- What kind of a world do you want to create?
- Can you design products for better living?

The PG program focuses on building distinctive, authentic and pragmatic design value relevant to the future - prepare them for professional design practice of tomorrow.

Skills & Knowledge

Learn various paradigms of product design its fundamental skills and techniques such as human factors, materials & processes, quantitative & qualitative research, cognitive ergonomics, CAD-CAM inputs, design strategy, social sciences and design business. Explore these themes from the edges of technology including digital fabrication, AI, VR, IoT and robotics. Investigate ways to integrate these considerations and improve industry, human life, and the planet.

Uniqueness of Program

- Industry experienced faculty with both domestic and international education and experiences.
- Wide array of Product Design possibilities from furniture & lighting to kitchenware & appliances and interactive products.
- Bespoke mentoring for each young professional to discover and pursue their inclinations and build a versatile career.
- Industry Integrated projects
- Access to a well-equipped maker space for mechanical and digital fabrication
- Exploration and training in a wide variety of materials and their applications
- Multi-disciplinary peer learning

CAREER PROSPECTS

- Mid-level Designer · Senior Designer · Design Manager · Design Strategist or Innovator · Industrial Designer · Product Manufacturer · Furniture Designer
- Humanitarian and Service Designer · Lighting Designer · Toy Designer
- Interactive Product Designer



PG PROGRAM

ACCESSORY DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai and Jaipur

PROGRAM OVERVIEW

The Post Graduate Program in Accessory Design (PGAD) seeks to answer these three relevant questions for any designer today:

- What are the values of new luxury?
- What will our future lifestyles be like?
- What kind of experiences do you want to design? Skills & Knowledge

Learn various paradigms of accessory design its fundamental skills and techniques such as human factors, materials & processes, trend research & forecasting, semiotics, CAD-CAM inputs, design & business strategy, sustainability and understanding of global luxury markets. Special focus on understanding and integrating Indian crafts for contemporary luxury. Explore these themes from the edges of technology including digital fabrication. Investigate ways to integrate these considerations and improve industry, lifestyle and business.

Uniqueness of Program

- Industry experienced faculty with both domestic and international education and experiences.
- Wide array of Accessory Design possibilities both wearables like footwear and jewellery to non-wearables like table top and home décor objects.
- Bespoke mentoring for each young professional to discover and pursue their inclinations and build a versatile career.
- Access to design and industry experts
- Industry Integrated projects
- Access to a well-equipped maker space for mechanical and digital fabrication
- Exploration and training in a wide variety of materials and applications
- Multi-disciplinary peer learning

CAREER PROSPECTS

- Mid-level Designer / Senior Designer / Design Manager
- Merchandiser · Design Developer · Trend Forecaster



PG PROGRAM
**RETAIL &
 EXPERIENCE DESIGN**

Duration : 2 Years
Eligibility : Graduation in any field
Location : Delhi and Mumbai

PROGRAM OVERVIEW

Developing graduates capable of designing unique and delightful retail and customer experiences.

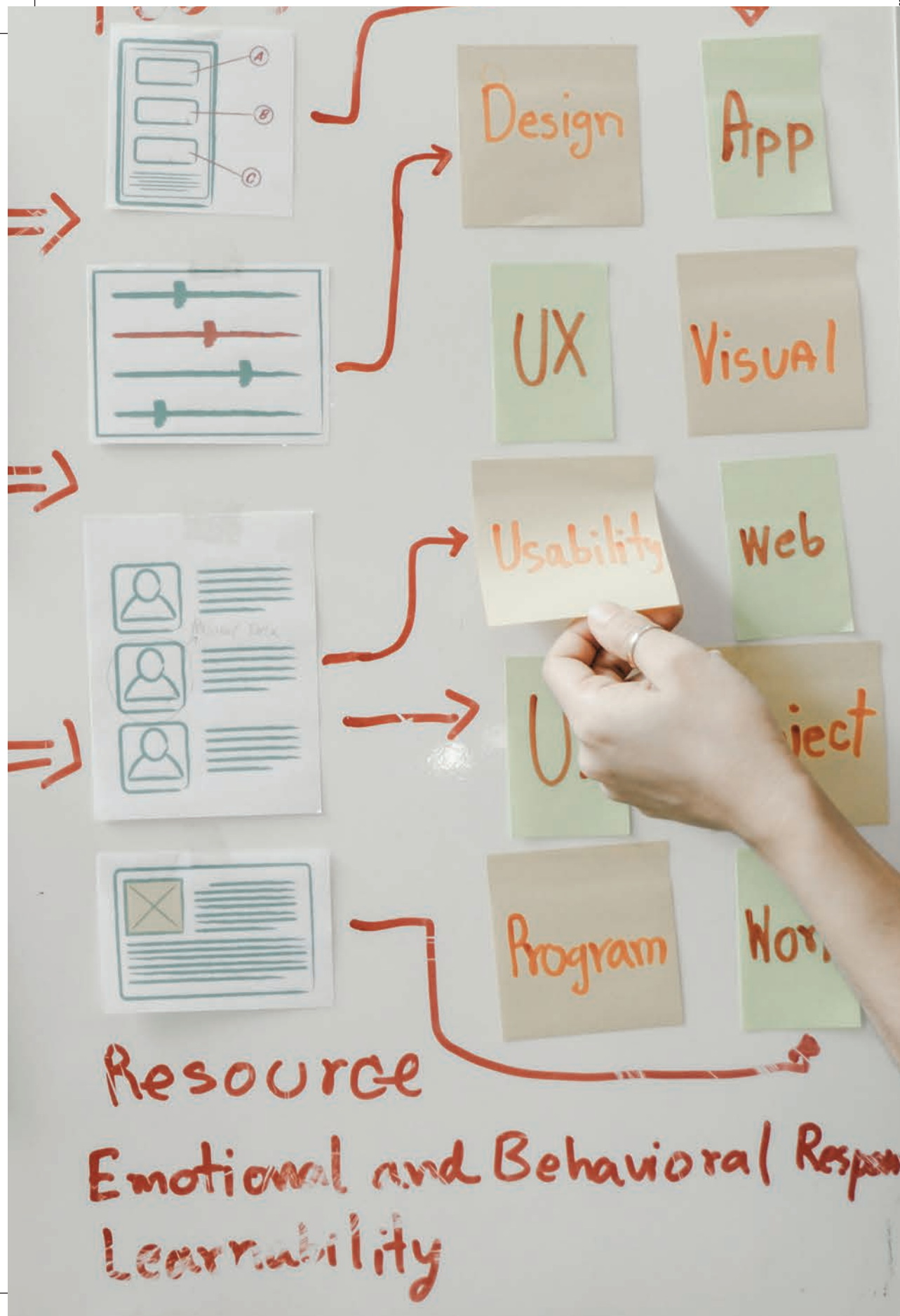
Even as digital retail is growing exponentially, a significant chunk of the overall commerce pie lies with offline retail. As consumers become more informed about the latest global trends and products, companies are rushing to provide them not only more selection but also superior experiences. This space, therefore, is ripe for designers who can craft experiences that are not only highly functional but also delight the customer. The Retail & Experience Design program is a two-year postgraduate diploma that enables students to acquire the right set of skills to be successful in this space.

This program is open to applicants from all backgrounds, including those who are not from design backgrounds. As part of the program students undergo programs including Design Fundamentals, Communication & Branding, Packaging Design, Visual Merchandising, among others. Students will also receive instruction in research methodologies in order to develop their ability to design solutions from based on empirical observation.

The fundamental purpose of this program is to enhance not only the design capability of students but also to provide them with a thorough understanding of the commercial and business aspects of retail-focused design.

CAREER PROSPECTS

- Experience designer at single brand retail companies
- Customer experience designer at big box retailers



PG PROGRAM
USER EXPERIENCE & INTERACTION DESIGN

Duration : 2 Years
Eligibility : Graduation in any field
Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Cross-disciplinary program for students who aspire to work in the burgeoning field of user experience and interaction design.

From the many apps on our smartphones to the high-powered software we use at work, humans are interacting more than ever with computing devices. The work of the interaction designer is to create meaningful relationships between these product-service systems and the people who use them.

The importance of user experience has come into sharp focus in the last decade, due to rapid technological advancement, and the proliferation of this technology into all aspects of lives - from our homes and work spaces, to daily as well as specialized tasks, and even the mediation of our relationships and social structures.

However, the supply of qualified UX designers, has not kept pace with the huge demand for them. The User Experience and Interaction design program at Pearl seeks to address this imbalance and produce skilled designers ready to hit the ground running as soon as they enter the industry, and deliver starting right from day one.

This two-year post-graduate diploma is open to applicants from all backgrounds, including those who have minimal software experience. The program will equip students to build highly usable and desirable digital products based on a human-centered design methodology. Students will learn topics spanning the areas of digital platform design, visual design, emerging technologies, and human behavior, among others.

In addition to undergoing classroom instruction on technical skill development and theoretical and philosophical frameworks, all students will get steady hands-on experience through projects where they will go through all aspects of the design process - from research, problem definition, development, testing, all the way to delivery.

CAREER PROSPECTS

- UX Designer · UI Designer



PG PROGRAM

GRAPHICS & COMMUNICATION DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru and Kolkata

Certification: Media and Entertainment Skill Council

PROGRAM OVERVIEW

The 2 Year PG program Graphics & Communication Design equips students for content development in diverse media like print media, motion graphics, film and television, photography, digital media, web and app design, and other interactive applications. It helps students to develop a personal and visual vocabulary using hand skills, artistic expression, and creative strategy, along with appropriate software tools.

The program aims to formulate a fundamental foundation and build a sound, basic grounding for later disciplinary competencies in the domain. The modules like 'Design Context' and 'Image Creation' will introduce and provide the conceptual, theoretical and applied knowledge for Graphic Design and Advertising. The basics of Communication Design and its impact across industries will also be introduced along with key research methods, analytical ability to investigate consumers, markets and techniques used in the analysis of markets and end - users.

Later the students will begin to consolidate learning in design thinking and media, and apply it to solve design problems in graphics and advertising communication. The students are encouraged to come to terms with the reality of the Design Management world. Later the student will be engaged in professional practice and industry linked live projects or industry analysis projects.

CAREER PROSPECTS

- Games Developer • Web Designer/Developer • 2D/3D Artist
- Character Designers • Motion Graphic Designer
- Multimedia Designer • Broadcast Designer For Cinema And TV
- Graphic Designer • Communication Designer

STUDENT WORK
SIMRAN SETHI



PROFESSIONAL PROGRAM

USER INTERFACE DESIGN

Duration : 11 Months

Eligibility : 10+2, in any discipline

Time : Morning / Afternoon

Location : Delhi

PROGRAM OVERVIEW

The importance of user experience has come into sharp focus in the last decade or so due to the proliferation of software products in almost all aspects of our life. From the many apps on our smartphones to the high-powered software we use at work, we are interacting more than ever with computing devices. Making this interaction more seamless is the job of UI designers. The supply of qualified UI designers, however, has not kept pace with the huge demand for them. The User Interface Design program at Pearl seeks to address this imbalance and produce qualified designers ready to deliver on the job from day one.

This 11-month professional certificate is open to applicants from all backgrounds, including those who have minimal software experience. This program will equip students to build digital products that are based on a human-centred design philosophy and are therefore highly usable. Students will learn topics spanning the areas of web design, human-computer interaction and behavioral psychology, among others.

CAREER PROSPECTS

- UI Designer • UX Designer • UX Analyst • Product Designer • UX Researcher
- Digital Experience Designer • Interaction Designer



PROFESSIONAL PROGRAM

VISUAL MERCHANDISING & DISPLAY DESIGN

Duration : 11 Months

Eligibility : 10+2, in any discipline

Time : Morning / Afternoon

Location : Delhi

PROGRAM OVERVIEW

In a world where everything is becoming experiential and image-centric, there is need of trained individuals in visual literacy to generate brand & context-specific understanding of Visual Merchandising and Display Design. This program is for people interested in getting into the field of Commercial Display Design for businesses, which depends extensively on appealing display systems.

The program is an 11-month Professional Certificate that enables students to acquire the right set of skills and understanding to be successful in this sector.

The program will be in the form of workshops, studios with hands-on learning and Seminars. The exposure of real-life problems will be given through live industry projects and collaborations with other disciplines within Pearl Academy.

This program is open to applicants from all disciplines, including those who are not from design backgrounds. As a part of the program, students undergo programs including Design Fundamentals with emphasis on Human scale, proportion and Aesthetics, Effective ways of problem-solving with design abilities, Communication & Branding, Display Techniques and Practices, Visual Merchandising, Color, Décor, Lighting and styling, Thematic strategies, among others. Students will also receive instruction in design research to develop their ability to design solutions based on empathetic insights. The purpose of this program is to enhance the design capability of students but also to provide them with a thorough understanding of the commercial and business aspects of Visual Merchandising and Display Design.

CAREER PROSPECTS

• Visual Merchandisers • Retail Assistants • Stylists Retail Managers

ALUMNI SPEAK



"The learning process at Pearl makes one independent to take think and take up the professional challenges with very confidently. Getting out of college and being in the start up world without any fear was purely because of the invaluable exposure and skills I had acquired as an Interior Designing and entrepreneur"

Sheel Dwivedi (Chief Design Officer, Innov8)



"At present I am working as a Motion Graphics Artist at Studio Fry. At Pearl Academy, I have experienced that design solves problems and helps explore new avenues."

Arush Dev (Motion Graphic Artist, Studio Fry)



"Pearl's Communication Design program was my launch pad. Today I am running a design and brand asset management consultancy firm, Fejjo, with a team of 15 talented people who make the business what it is today. We have clients like TATA, GE (General Electric) and GAIL (India) Limited to name a few."

Harmind Singh (Head of Creative-Book my show)



"At Pearl, amidst state of the art infrastructure and highly intellectual, experienced faculties I have experienced my skill and competence rising to a zenith. The learner centric environment crafted here not only trained me in the academic curriculum but also motivated me to take a step forward towards my own design practice."

Jayati Gupta (Founder, Lifestyle Desein)

FACULTY



Srishti Bajaj
· M.A. in Design Products from Royal College of Art, London, UK
· Creative Entrepreneurship from IIM, Bengaluru
· TEDx Speaker, NASSCOM, Swarovski & EDIDA Award Winner, Red Dot Nominee



Maliha Sultan Chaudhry
· M.Arch in Computer-Aided Architectural Design from Glasgow School of Art, UK
· Recipient of Scottish Governors Scholarship
· IIID Excellence Awards July 2019



Milly Singh
· M.F.A in Visualization, Faculty of Fine Arts, M.S University, Baroda



Urvi Khanna
· An interdisciplinary artist, designer, photographer and marketing communications professional
· Over 21 years of industry Experience



Puja Anand
· An interdisciplinary artist, designer, photographer and marketing communications professional
· Over 21 years of industry Experience



Richard Bara
· B.Arch from School of Planning & Architecture
· 10 years of industry experience
· Designing spaces for residential, institutional and entertainment sectors



Smita Singh
· A merit holder from National Institute of Fashion Technology Delhi
· 20 years of experience in both exports as well as domestic sector



Sakshi Jain
· Graduated from NID. Author, and illustrator of internationally awarded picture books.
· Awarded for academic excellence in Post Graduate Certificate in Academic Practice



Bhagyashri Sharma
· Master in Interior Design.
· More than 10 years of academic experience.
· Completed several residential and commercial



Vikram Mathur
· B.Arch from School of Planning and Architecture
· More than 22 years to 30 years of experience in the industry



Manasee Kakkar
· Masters in Interior Design from BCU, UK
· 8+ years of academic experience
· 14 years of industry excellence



Tapan K Chakravarty
· B.Arch from School of Planning and Architecture, Delhi
· Masters in Urban Design from School of Planning and Architecture, Delhi



Sunil Mahajan
· M.Des from IIT Bombay, Lifestyle Designer
· With 12+ years of professional experience as an educator and an artist



Ajit Bhandari
· Design Graduate from NIFT, New Delhi with 15+ years of experience
· Associated with Normak Fashions; Walmart; NIFT; Khadi & Village Industries



Nikhil Kala
· Masters in Urban and Regional Planning from CEPT University, Bachelor of Architecture from MNIT, Jaipur



Apurv Prakash
· M.Arch. from University of Houston, Texas, US
· Teachers Award, 2019 by Simply Jaipur. Research Award, Pearl Academy 2018



Saurabh Kumar
· An alumnus of NID Ahmedabad, NIFT New Delhi,
· With 15+ years of work experience



Dr. Badrinarayanan Srinivasan
· B.Arch from School of Planning and Architecture, Delhi
· Over 30 years of experience in teaching and industry

SCHOOL OF CONTEMPORARY MEDIA

PLACEMENTS 2019



**BEST PACKAGE
OFFERED:**



4,80,000

epistk

COLLABORATION



Industry Partnership



International Partners

(Student Exchanges | Visiting Faculty & Experts | Summer workshops | Collaborative Projects)

Domus Academy, Milan
Nottingham Trent University, UK
Manchester Metropolitan University, UK
Stamford International University, Thailand
University of Debrecen, Hungary

Nouva Accademia di Belle Arti, Italy
Royal Academy of Art, Netherlands
University for the Creative Arts, UK
Northumbria University, UK
University of Derby, UK
Torrens University Australia, Australia



VIVECK VASWANI
DEAN

SCHOOL OF CONTEMPORARY MEDIA

The School of Media prepares young graduates to communicate professionally and ethically using new-age media to engage audiences through Journalism, Media and PR. The school offers specialized programs across fashion communication, journalism, entertainment, advertising & marketing and photography. Apart from classroom teaching, students also get benefited from interaction with media professionals through regular guest lectures, master classes, with masters from the media and entertainment industries. Students get live briefs in the classroom, explore consumer behaviour and acquire work related experiences. Pearl Academy has tie-ups with industry giants and other international institutes to facilitate student learning. Exposure to newer Media formats for fashion, entertainment, journalism and advertising will act as an impetus for the students.

4 YEAR UG PROGRAM

Fashion Communication

3 YEAR UG PROGRAM

- Journalism (Media & Communication)
- Entertainment (Media & Communication)
- Advertising & Marketing

2 YEAR PG PROGRAM

- Fashion Communication
- Journalism (Media & Communication)
- Entertainment (Media & Communication)
- Branding & Digital Media
- Advertising & Marketing

11 MONTH PG PROGRAM

Events & Experiential Marketing

11 MONTH PROFESSIONAL PROGRAM

- Advertising & Graphics
- Professional Photography
- Fashion Photography (FDCI)
- Wedding & Events Photography (EEMA)
- Digital Film Making



UG PROGRAM
**FASHION
COMMUNICATION**

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Kolkata and Bengaluru

Certification : Media & Entertainment Skill Council (MESC)

PROGRAM OVERVIEW

This undergraduate program in Fashion Communication trains students to communicate, promote and creatively present in the fashion and lifestyle industry and to different audiences. It provides a solid foundation for a career in areas like fashion journalism, fashion photography, publishing, fashion videos, creative and art direction, PR and event design. This program dynamically responds to demands from the industry and helps students hone their skill sets in traditional and digital media for fashion and lifestyle segments. Students will be taught by a team of experienced industry professionals and practitioners. They will get to work closely with fashion editors, designers, FDCI media partners, bloggers, digital media professionals while undertaking live projects and industry internships.

CAREER PROSPECTS

- Fashion Journalists • Event Designers • Assistant Producers
- Fashion Photographer • Producers for Fashion Films
- Content Development • Online Journalist • Digital PR • Social Media Strategist
- Fashion Writers / Correspondents • Stylists / Shoot Coordinators
- Production Assistants • Fashion Researchers



UG PROGRAM
JOURNALISM
(MEDIA & COMMUNICATION)

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Kolkata and Bengaluru

PROGRAM OVERVIEW

This program is a new age, design-based, digital and tech-savvy journalism & media program – unique in the country. A strong focus is on new media journalism, Mojo (mobile journalism) and all digital communication platforms. Students will be trained to use hi-end video cameras as well as mobile phones as their tool for creating powerful & impactful news content. There will be several opportunities to attend real-life press conferences, assist senior journalists in news reporting. Special workshops on reporting for sports & celebrity events will give opportunities to spend a day with paparazzi media and a day in a sports event. Students will learn from experienced and practising journalists, filmmakers, television anchors, photojournalists and other media professionals. Well connected with industry through live industry-sponsored projects, talks from leading industry experts and industry internship. Throughout the undergraduate program, the integration of theory and hands-on practice through to industry-standard practices complements the students' development of scholarly skills, including investigative skills, and analytical, creative and critical approaches to problem solving.

CAREER PROSPECTS

- Digital Journalist • Reporter • RJ • Anchor • TV Corespondent • Content Creator
- News Producer • News Director • Script Writer



UG PROGRAM
ENTERTAINMENT
(MEDIA & COMMUNICATION)

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Kolkata and Bengaluru

PROGRAM OVERVIEW

This program prepares students for careers in the entertainment sector that comprises of Film, TV, Digital Media, Music & Theme Parks / Live Entertainment etc. It will train students to become confident storytellers with skills in the management of the creative and production process from concept through completion across a range of media platforms from television to online, mobile to big screens, and experience zones. It is a unique program that will provide students with a deep knowledge of current practices in the media and entertainment sector to ensure quality content and smooth productions, meeting deadlines, and staying within budgets.

CAREER PROSPECTS

- Content writers • Research & Documentation Content Writers • Copywriters
- Scriptwriters • Screenwriters • Audio and Video Production Professionals
- Editors • Online Content Creators • RJ • Producers • VJ



UG PROGRAM
ADVERTISING & MARKETING

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Kolkata and Bengaluru

PROGRAM OVERVIEW

This one-of-a-kind program is designed to create future-ready responsible advertising professionals with an understanding of brands, consumer behaviour, technology & data to provide creative solutions. Students learn to anticipate, analyze and deliver a satisfying customer experience using digital and creative skills. An understanding of business promotion, brand communication, client servicing, planning, idea development and project management is integral to the program.

Our Advertising & Marketing curriculum provides an in-depth understanding of strategic positioning for products and services, launching company initiatives to suit consumer choices and helping brands inspire customer loyalty by mapping consumer behaviour. International exposure, masterclasses and mentoring by experts and live industry projects help enhance career prospects.

Using traditional and modern advertising and marketing concepts students are encouraged to come up with ideas and communication strategies for customer engagement. Modules such as digital marketing, digital storytelling and creative thinking promotes an agile approach to problem-solving. Data analytics, media planning and finance supported by modules for better decisions and consumer outreach. Based on an experiential learning model, this program is highly application-oriented and encourages national and international exposure, real-time projects and mentoring by industry experts.

CAREER PROSPECTS

- Media Planner • Project Manager • Account Manager • Client Servicing Manager
- Business Development Executives • Marketing Manager



STUDENT WORK
SANAYA DUTT

PG PROGRAM

FASHION COMMUNICATION

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Kolkata and Bengaluru

Certification : Media & Entertainment Skill Council (MESC)

PROGRAM OVERVIEW

The 2 Year PG Program in Fashion Communication program is designed for graduates aspiring to build their careers in the fashion industry as fashion journalists (in print, digital or television), fashion photographers or as event designers.

This postgraduate professional program places a higher emphasis on professional practice within a global context where students experience an industry-focused curriculum through regular interactions with media professionals and projects aligned to some of the leading fashion publications or fashion brands in the country.

The PG Fashion Communication curriculum includes fashion writing, photography, fashion illustration, typography, layout design, trends, styling, fashion public relations, fashion films, event design and the creative use of new digital platforms. Students will get well versed in fashion terminology, analytical ability, understanding and using media.

CAREER PROSPECTS

- Event Designer • Fashion Journalist • Digital Media Expert
- Fashion Photographer • Stylists • Production Assistants
- Event Designer, Fashion PR, Fashion Advertisement



PG PROGRAM
JOURNALISM
(MEDIA & COMMUNICATION)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Kolkata and Bengaluru

PROGRAM OVERVIEW

This is a high end focused multi-media journalism program based on convergence and bringing in new media strongly along with print and electronic journalism. This provides for learning technical and conceptual skills to produce stories across all media: offline (print), online (web), on-air (radio and TV) and on mobile (news app-based).

The areas covered in details are as follows: Electronic News Gathering & Production for TV & Radio & Documentary Films; Digital & Mobile Journalism; Media Convergence; Photo Journalism; Media entrepreneurship; Investigative Reporting, and Development Communication

CAREER PROSPECTS

- Journalist • Reporter • News Director • News Producer • Screen Writer
- Online content creator • RJ • VJ • Anchoring



PG PROGRAM
ENTERTAINMENT
(MEDIA & COMMUNICATION)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Kolkata and Bengaluru

PROGRAM OVERVIEW

This is the first-of-its kind program in India to train specialists for a new and emerging domain who understand the nuances of media, music & entertainment segment. It is a unique live-project based program that will provide students with a deep knowledge of current practices in the media and entertainment sector.

Students will undergo extensive training in television production, talent management, backstage/back-end operations, creative visualization for set design, sound & music, basics of choreography, for live interactive shows, experimenting with lights and production. Students will apply the principles of innovation to their advanced entertainment project, which may be a technology-aided design or a live performance.

CAREER PROSPECTS

- Media Entry-level Positions as 'Content Creators' • Research & Documentation Analysts
- Directors • Anchors • Online Content Creators • RJ • Producers • VJ



PG PROGRAM

ADVERTISING & MARKETING

Duration : 2 years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

PROGRAM OVERVIEW

The program enables students to enhance their learnings and strategic competencies of branding and businesses by blending ideas, technique and creativity, responding to consumer behaviour and mapping contemporary markets. The Advertising and Marketing program focuses on creating digital-savvy advertising professionals adept at marketing, copywriting and brand management in a transformative industry.

The two-year program is well-designed to give a sound knowledge of advertising practices, integrated brand communication strategies, digital marketing avenues, big data analytics, and – ultimately – preparing learners to carry out brand management in both agencies and corporates.

Students will be encouraged to participate in several ad-mad contests, marketing case-study contests, business case-study contests, and creative marketing contests during this two-year program.

CAREER PROSPECTS

- Advertising Business Development Executive · Client Servicing Executive
- Media Planning Executive · Brand Management Executive
- Marketing Communication Officer



PG PROGRAM

BRANDING & DIGITAL MEDIA

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

PROGRAM OVERVIEW

This Program will train students to tell a story of the brand through digital channels such as social media, portals, websites and mobile applications. This is the only program in India that trains students in critical skills to become a brand communicator who can effectively cut the clutter in this hyper-connected digital world.

Especially, in last two years, games and mobile apps have emerged as the most prolific form of digital media branding. Hence, the curriculum for Branding & Digital media focuses on creating content-based digital branding solutions. Students will be trained by industry practitioners to generate original and creative content through social media and mobile apps.

Students will study modules that will expose them to Fundamentals of Digital Media, Social Media, mobile applications with specialised technology that will train them on the highly specialised digital technology labs to drive engagement online. The program encourages individual and group approaches to frame creative brand communication solutions and formulate diverse ideas.

The Students will get to learn content development, brand communication, digital media trends and branding from stalwarts in the industry and professors from leading international universities of UK, Germany, Singapore and Australia. The practical work throughout the program is supported and enhanced through masterclasses, seminars, workshops, tutorials and opportunities for professional practice.

CAREER PROSPECTS

- Brand Managers · Social Media strategist · Digital · Communication Managers
- Content Writers

Finance

Marketing

Scheduling

EVENT

MANAGEMENT

Creativity

Location

PROFESSIONAL PROGRAM

EVENTS & EXPERIENTIAL MARKETING

In association with **eema**
Event & Entertainment
Management Association

Duration : 11 Months

Eligibility : Graduation in any field

Location : Delhi and Jaipur

PROGRAM OVERVIEW

Pearl Academy has partnered with Events & Entertainment Management Association of India (EEMA) to launch the 11 months PG Diploma program in Events & Experiential Marketing. The collaboration entails-

- Opportunity to participate in live events.
- Guest lectures and masterclasses.
- EEMA will assist in providing placement opportunities /internships for students.

This program focuses on direct communication channels through events and creating experiences. It trains students for in business development for the events space, client servicing, event design, event laws and permissions, integration with mass media and social media etc.

The program is a blend of knowledge, creative skills and practical training with EEMA, supplemented with internships and live event projects with corporates, entertainment giants and media companies.

CAREER PROSPECTS

- Event Client Servicing Managers • Event Designers
- Art Creative Director • Production Manager(Events)
- Account Director. Set Designer



PROFESSIONAL PROGRAM
**PROFESSIONAL
PHOTOGRAPHY**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

PROGRAM OVERVIEW

Learn photography from award-winning photographers from India and UK. One-year Diploma in Professional Photography is an intensive program providing core technical knowledge on digital photography with a provision for international exposure to orient students to latest technology, master photographers works and opportunity to discover their own areas of interest through multiple options.

The principal aim of this program is to provide a learning pathway to a diverse background of students and allow a broad intake from any discipline and of all age groups who are interested in creative sector/ photography and are willing to take up the challenges of the digital and print media sector; or with an aptitude for photography/imaging.

The first semester of the program is aimed at building a sound, basic grounding in Photography Techniques. It will introduce students to the technical and artistic aspects of digital photography - how digital cameras work, how to take good pictures using them, using light and shadow techniques creatively and how to enhance these pictures in the digital darkroom. In order to develop their skills in creative visualization and composition, a Design Foundation module is introduced.

In the second semester, students will work with make-up artists, models and art directors and, most importantly, to create a visual story. All projects in the semester focus on understanding the story board/subject from the perspectives of art director/client, lighting, outdoor /indoor /studio till the final image. The second semester focuses on specialism based portfolio development. This semester will introduce various streams of photography—landscape, architectural, fashion, product, wildlife, wedding and journalism.

This program is a launch-pad for photographers in the professional world and prepare them to enter the industry with hands-on international experience.

CAREER PROSPECTS

- Freelance Photographer • Magazines and Digital Media Houses
- Advertising Agencies • Director Of Photography



PROFESSIONAL PROGRAM
**DIGITAL
FILM MAKING**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

PROGRAM OVERVIEW

The one-year specialised program is designed to train learners in two key dimensions of film-making – storytelling & production. The program gives an overview of film studies, basics of film budgeting, and audio-visual productions, including web entertainment. After the crux of the learning process is over and done with, each student is placed for two months in a film production house, television production house, sound design house, ad films production house, or a web entertainment company. Students also visit a production house, a television channel, or an actual set of a film shoot. Adjunct professors who are well-versed with the industry knowledge teach specialised parts of the modules and provide students with the opportunity to be associated with them on live projects. Bollywood director, and producer conducts workshops on various aspects of film-making with students in both campuses. It's a hands-on and practical filmmaking program, which is both industry and technology driven. Web Entertainment serves as a major focus of this program.

Technical training

Script Software (Celex), Shooting on Digital Cameras, Lighting Skills, Non-Linear FCP-Based Editing, Sound Forge, and Nuendo.

Students are encouraged to visit the Dubai Film Festival or Mountain Films Festival, Kathmandu. Current student works have been nominated in several international and domestic film festivals as well.

CAREER PROSPECTS

- Script-writers • Program Assistant Director • Production Managers
- Film Assistant Directors • Assistant Production Managers • Assistant Video Editor
- Assistant Camera person • Sound Assistant



PROFESSIONAL PROGRAM
**FASHION
PHOTOGRAPHY**

Duration : 11 Months
Eligibility : 10+2
Time : Morning/ Afternoon
Location : Delhi

In association with 

PROGRAM OVERVIEW

Fashion Photography program prepare students to launch a successful career as a fashion image-maker in the fashion and advertising industries. This program is supported by Fashion Design Council of India (FDCI). The program will teach students the technical skills of photography and allow them to explore a range of image-making tools for commercial and editorial fashion photography.

Students will learn fashion photography from International award-winning photographers and Canon Photo Mentors at fully equipped, world-class professional studios at Pearl Academy's Delhi and Mumbai campuses. Digital darkroom training sessions are held at professional Mac Labs that are powered by Adobe. These labs are exclusively developed for visual communication students to learn, collaborate and work on paid professional projects.

Being part of Pearl Academy's fashion infrastructure students will work in teams with fashion stylists, make-up artists, model agencies and fashion communicators. They will be encouraged to develop their own voice in fashion photography, and by the end of the program become a well-networked, internationally trained professional fashion photographer. Our graduates are working successfully with leading fashion magazines, advertising agencies, fashion designers and fashion shows.

Drawing the best of the fashion industry with Pearl Academy's exclusive alliance with the FDCI, they will have the opportunity to be a part of India's largest fashion event – The India Fashion week as fashion shoot interns. They will learn to capture fashion images from streets to runway couture and advertising campaigns to designer look-books from the masters in the industry.

CAREER PROSPECTS

· Fashion Photographers · Portrait photographers



PROFESSIONAL PROGRAM

WEDDING & EVENTS PHOTOGRAPHY

Duration : 11 Months

Eligibility : 10+2

Time : Full Time

Location : Delhi, Mumbai & Jaipur

PROGRAM OVERVIEW

Become a high profile professional weddings and events photographer and get opportunities to shoot celebrities, actors, sports stars, and the bride and the groom of the much-celebrated Indian weddings. The program trains students to shoot weddings creatively, how to pose couples, handle variable lighting conditions and above all gives this program is supported by EEMA valuable insights into the highly remunerative wedding photography business. Students will learn from award-winning photographers how to capture one of the most beautiful moments in a person's life that is high on emotions, culture and tells a story of the wedding day. During the program, you will get several opportunities to shoot from pre-weddings to all the important traditional ceremonies of an Indian wedding at exotic destinations. Capturing these beautiful moments is also a big responsibility, because there cannot be any re-takes for those candid wedding moments.

Students will study modules that will train them in Basics of Digital Photography and image-making, colour, composition, aesthetics, digital darkroom, candid photography, capturing emotions, understanding light and technical, business of wedding photography and portfolio development. The program encourages research, importance of location recce, understanding wedding as a part of each Indian state and culture and thus developing individual styles in photography.

The practical work throughout the program is supported and enhanced through masterclasses, international seminars, competitions, workshops and opportunities for professional practice.

The Professional Wedding & Events Photography program is an exclusive and only one-of-its-kind specialised program in India that gives an extensive exposure to wedding shoots in different states and various forms of events such as brand launches, corporate events, fashion shows etc. It is one of the highest paying and remunerative genre of photography.

Pearl Academy's alliance with country's largest professional body – Events and Entertainment Management Association that has hundreds of wedding planners as its members, will give you internships, paid projects, exclusive opportunity to empanel with top-notch wedding planners of the country and develop your network of professional contacts.

CAREER PROSPECTS

· Wedding Photographers · Corporate events · Press conferences



PROFESSIONAL PROGRAM
**ADVERTISING &
GRAPHICS**

Duration : 11 Months
Eligibility : 10+2, in any discipline
Time : Morning / Afternoon
Location : Delhi and Mumbai



In association with

PROGRAM OVERVIEW

The creative and communication industries are seeing a phenomenal growth owing to rise in consumerism, advancement in technology, and increased government investment. These creative industries have become one of the largest employers in our country. In order to meet media and entertainment industry's increasing demand for skilled and well-trained graphic artists and designers, Media and Entertainment Skills Council has recognized Pearl Academy as the only authorized World Skills Training Centre for graphics in Delhi & Mumbai.

This 11 month Program Advertising and Graphics equips students for content execution in diverse media like print and internet for the publishing industry. It helps students to develop a personal and visual vocabulary through form, proportion, image and typography. It produces trained professionals with practical ability, specialized knowledge about graphic design processes, software application, a holistic understanding of communication, and skills.

In this program, the emphasis is on understanding visual design basics, process of developing graphic products like visual identity, leaflets, brochures, posters, web pages, etc. and execution of the same graphic products.

Through this short-term professional program, Pearl Academy and the Media and Entertainment Skills Council are trying to enable a larger number of aspirants to join the visual design field for taking advantage of the enormous career opportunities that exist in the market.

CAREER PROSPECTS

- Publication Designer • Digital Media Artist • Photograph Re-Toucher
- Layout & Print Designer • Entrepreneur

ALUMNI SPEAK



"I had little to zero knowledge about fashion or art, before joining Pearl. The program helped me in developing my skills and shaping my career as a creative. My time at Pearl was a life-changing experience."

Suhail Suri (Freelance Photographer & Filmmaker)



"My undergraduate degree at Pearl Academy certainly equipped me to flourish as an individual and professional. Some of my personal highlights from the institute include highly experienced professors as mentors, international exposure via merit-scholarship exchange programs, and an emphasis on industry experience. My overall experience at Pearl Academy instilled a sense of individualism and competitiveness for a successful career path at Parsons School of Design."

**Shefali Judeline Jauhar
(Adjunct Faculty, Parsons School of Design)**



"Pearl was an exhilarating experience for me. It opened up my mind to ideas I didn't think about before. It gave me great opportunities, contacts and a chance to truly discover myself."

Akanksha Bhatia (Senior Writer, ScoopWhoop)



"Pearl Academy has helped me craft my dreams and become better in it. The faculty was always quite supportive and challenged me to grow at every step."

Priyanshi Dhir (Producer and Founder, Solo trio films)

FACULTY



Meha Jayaswal
· Over 24 years of experience in the fashion & media industry
· Post-Graduate Certification in Higher Education from Nottingham Trent University, UK



Saher Motiwala
· Graduate from LCF, UK in Marketing & Promotions with 9 years of work experience
· Holds a Certificate in Photography and Styling



Asmita Aggarwal
· Has 25 years of experience in journalism.
· Official blogger for FDCI
· Editor of Bridal Asia



Rohit Dhingra
· Graduate in Professional Photography from University of the Arts, London
· Renowned fashion and advertising photographer



Gaurangana Sood
· Has worked in the Crafts sector, trying to rebrand micro and small enterprises. · Has expertise lies in visual communication



Asheesh Saini
· Alumnus, NIFT · Over 16 years in Films, Graphics Copy-writing, Visual Merchandising Production Design, Photography, Packaging Design, Fashion & Clothing Design



Aparna Mudi
· A NIFT Delhi Alumnus
· Fashion Blogger · Worked with media organisations like Zee media Corporation Limited and India Today Group



Anita Bora
· MBA from FMS, Delhi University and Post-Graduation Diploma in Computer Applications from Jamia Millia Islamia, Delhi
· Work experience of 18 years



Pritesh Rao
· Over 25 years of experience in Photography · Conducted over 500 workshops on Photography for Companies, Associations, Schools & Colleges in India
· Canon Photo Mentor



Madhumita Ghosh
· 25 years of experience in Broadcast Television Production, Print and Digital Media Content creation.



Sonika Tewari
· P.G. Diploma in Mass Communication & Journalism · Over 8 years of Academic and industry experience and has worked with TV channels like Sahara Samay & ZEE News



John Edwards
· Official photographer for UNICEF
· 13+ years in Media, Publishing & Advertising as a Photo Journalist, Chief Photographer, Photo Editor, Art Director



Ramesh Tahiliani
· 20 years in Advertising: Ogilvy, McCann, BBDO, Grey, Bates, TBWA · Teaches Fashion Marketing, Branding, Consumer Behaviour and Advertising



Zahurul Hasan
· 20 years of experience in Graphic Design and Motion Graphics
· PG Certificate in Higher Education from Nottingham Trent University, UK



Prachi Garg
· 8 years of experience has worked with international brands like Fossil, Old Navy, American Eagle Outfitters

SCHOOL OF NEW AGE BUSINESS

99% Placements in 2019



BEST PACKAGE OFFERED: **14 lac** |

COLLABORATIONS



International Partners

(Student Exchanges | Visiting Faculty & Experts | Summer workshops | Collaborative Projects)

Domus Academy, Milan
 Nottingham Trent University, UK
 University for the Creative Arts, UK
 NABA, Milan
 Arts University Bournemouth, UK
 University of Applied Sciences Europe, Germany
 NHL University of Applied Sciences, Netherlands
 Derby
 Torrens University Australia
 UCA, UK



NEERAJ PAUL
HEAD OF DEPARTMENT
SCHOOL OF NEW AGE BUSINESS

School of New Age Business consistently endeavors to impart education that recognizes, nurtures and enhances innate skills which would culminate into meaningful entrepreneurship and employment in both general and creative business industries. It focuses on understanding and absorbing current and future industry needs. Strong relationships with industry and exposure to the online, digital, fashion and luxury industries ensure that graduates of this school play a leading role in the creative economy. Internationality gives our students an edge above others and helps in building a strong career path for new age modern student community. The programs are designed to cater to students with varied interest and aspirations, be it from fashion business to luxury brands, Social media marketing to data analytics, lifestyle business management to Entrepreneurship.

3 YEAR UG PROGRAM

- Fashion & Lifestyle Business Management
- Global Luxury Brand Management
- Digital & Social Media Marketing
- Digital Business & Data Analytics
- Media & Entertainment Management

2 YEAR PG PROGRAM

- Fashion Business (Marketing & Merchandising)
- Luxury Brands
- Entrepreneurship and Startup Enterprise
- Media & Entertainment Business

11 MONTH PROFESSIONAL PROGRAM

- Fashion Buying and Merchandising



UG PROGRAM

DIGITAL AND SOCIAL MEDIA MARKETING

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

PROGRAM OVERVIEW

Today Digital Marketing specialists are high on demand, every brand and organization is getting engaged in digital space and digital marketing has become not just trend but the need of the hour for the organization. The field of marketing is constantly evolving as newer platforms and technologies replace conventional media. For today's marketers, expertise in digital and social media is literally non-negotiable as most advertising budgets have shifted to digital channel. The Digital & Social Media program at Pearl seeks to prepare graduates for this booming field and make them instantly employable as soon as they step out into the real world.

The students will learn how business strategy is translated into marketing plans, how to implement strategies for social media and create digital content for effective marketing campaigns. If you are both creative and analytical, are a good communicator, and have a knack for spotting trends, this program will be the right fit for you. As the students learn the timeless fundamentals of marketing in their first year, you will also be exploring digital media tools including mobile platforms and SEO optimization strategies. Further, you will learn how to effectively develop social media tactics and integrate them into an organization's overall communication strategy.

CAREER PROSPECTS

- Digital Marketing Manager
- SEM Manager
- SEO Manager
- Social Media and Content Manager



UG PROGRAM

DIGITAL BUSINESS AND DATA ANALYTICS

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Bangalore & Kolkata

PROGRAM OVERVIEW

The world is changing and Data is the next big thing that organizations are talking about. The program offers fundamental concepts of digital business, critical competencies such as analytics, data science, machine learning, artificial intelligence & prepare students to take an active role in the digital transformation happening across industries.

The Digital Business and Data Analytics program at Pearl will help students equip themselves with the right tools and mindset to succeed in this new world of business. Students will go through the drivers of digital transformation of industries, followed by a detailed exploration of various business models that are at the heart of the digital transformation impacting most companies today. Subsequently, they will learn how the platform model of digital business has become the most important framework today and how they can leverage it to create impactful businesses of their own. Finally, students will undergo hands-on, training on the most effective digital marketing strategies and work on live projects that will allow them to practice their newly learned skills.

A key part of this program is also the data analytics module where students will learn how to define relevant data and understand the best ways to collect it, keeping privacy and legal issues in perspective. Using basic tools, students will be given a thorough understanding of using data to drive business decisions.

CAREER PROSPECTS

- Data Manager · Business Analyst · Market Researcher
- Data Analytics Manager · Digital Transformation Expert
- Digital Marketer



UG PROGRAM

FASHION & LIFESTYLE BUSINESS MANAGEMENT

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

Certification : Retailer Association's Skill Council of India (RASCI)

PROGRAM OVERVIEW

The program aims to equip the student with a broad range of competencies suitable for employment in the fashion business in India such as sourcing, manufacturing, distributing and retailing. The fashion business industry requires deep and intensive knowledge of the fashion product and extensive management, business skills and e-commerce. The scope of the program is to enable students to either be independent entrepreneur or be employable in business of fashion and lifestyle. To service the fashion and lifestyle industry effectively there are four key areas where there needs to be an enhanced focus.

One is the ability to understand the changing needs of the markets, the second is an understanding of the organization and its relationship with the environment, the third is the strategic understanding of the fashion products (apparel, accessories, lifestyle, home etc). In this program theory and application based problem solving methods are employed to deliver these specialized skills.

CAREER PROSPECTS

- Marketing Manager · Vendor Management Managers
- Visual Merchandisers · Store Manager / Store Assistant Manager
- Merchandising Specialists · Production Managers



UG PROGRAM

MEDIA & ENTERTAINMENT MANAGEMENT

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

Certification : Retailer Association's Skill Council of India (RASCI)

PROGRAM OVERVIEW

The Media & Entertainment Business program at Pearl aims to prepare students for careers in the areas of media & entertainment with a focus on digital and new media technologies. In addition to providing students with the necessary technical expertise for employment in different capacities, the program will also give them a wide theoretical background about media to enable them to work across functions over their entire career.

This program will specifically equip students to understand and work in the digital media landscape by making them well-versed with the mechanics of digital content creation, new distribution channels, content strategies for new media and using data to inform creative and distribution-related decisions.

CAREER PROSPECTS

- Digital Content Creator
- Digital Media Strategist
- Marketing Communication Manager
- OTT Content Producer



UG PROGRAM

GLOBAL LUXURY BRAND MANAGEMENT

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Mumbai, Bengaluru and Kolkata

Certification : Apparel Made-ups & Home Furnishing Sector
Skill Council (AMHFSSC)

PROGRAM OVERVIEW

Currently, the luxury market is expanding at a rapid pace. This program aims to equip the student with a broad range of relevant skill sets, ultimately making them employment ready in India's luxury industry. The scope of the program is to enable students to either develop the spirit of an independent entrepreneur or be employable in the luxury industry. The luxury sector in India can be broadly split into the following verticals, and this program covers all of them.

- Products: Apparel and Accessories, Pens, Home Décor, Watches, Jewellery, Wines, and Spirits
- Services: Spas, Concierge Service, Travel & Tourism, Fine Dining, and Hotels
- Assets: Yachts, Fine Art, Automobiles, and Real Estate

Theory and application-based problems-solving methods are employed to develop specialised skills in the areas of brand management, retail operations, marketing, and clientele management. The assessments in this program are designed to help individuals become industry-ready, with an integration of F2F learning and online programs so that students are engaged with learning as deeply as possible.

During the learning journey, students get to meet experts from the industry, such as individuals from LVMH, Genesis Luxury, Salvatore Ferragamo, Gucci, and Tag Heuer. Along with this, students can opt for an industry internship so that they get an opportunity to expand their knowledge and gain new perspectives.

CAREER PROSPECTS

- Sales Associates • Visual Merchandiser • Product Category Expert
- Luxury Retail Operations Executive • Inventory Controls Executives
- Business Development Executive



PG PROGRAM

MEDIA AND ENTERTAINMENT BUSINESS

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi & Mumbai

PROGRAM OVERVIEW

Media and Entertainment Business is a completely new age program and has got immense opportunities for the aspirants who want to work in said industry.

The Media & Entertainment Business program at Pearl aims to prepare students for careers in the areas of media & entertainment with a focus on digital and new media technologies. In addition to providing students with the necessary technical expertise for employment in different capacities, the program will also give them a wide theoretical background about media to enable them to work across functions over their entire career. This program will specifically equip students to understand and work in the digital media landscape by making them well-versed with the mechanics of digital content creation, new distribution channels, content strategies for new media and using data to make informed creative and distribution-related decisions

CAREER PROSPECTS

- Media Manager • Media Strategist • Marketing Analyst • Program Producer
- Sales Manager • Celebrity Management • Talent Agent • Event Manager
- Digital content creator • Digital media strategist • Over the Top content producer



PG PROGRAM

ENTREPRENEURSHIP AND STARTUP ENTERPRISE

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi & Mumbai

PROGRAM OVERVIEW

Providing students with the tools, skills and support to start up their own businesses. The Entrepreneurship program at Pearl Academy has been designed to provide students with the knowledge and skillset to start their own business or drive innovation within a larger organization. The program is meant for not only those who want to set up their own businesses but also those who are already operating one. There is no prior requirement of a specific degree to attend this program.

This program content maintains a balance between theory and practical application of key entrepreneurial and management concepts. At the end most of our students from this program will be to launch their own successful businesses. Apart from that it will also teach to give students the skill set and confidence to or further develop existing businesses.

CAREER PROSPECTS

- Startups and Project Management · Business Owner · Business Strategist
- Sales Manager



PG PROGRAM
LUXURY BRANDS

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru and Kolkata

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

Pearl Academy was the first educational institution in India to identify the growing need of luxury professionals in a thriving luxury sector. Since its inception, the luxury sector in India has recorded a double-digit growth year after year, while managing to sail through the turbulent times of economic policy changes. With this, it can safely be concluded that this sector is here to stay for a long.

The Post Graduate Diploma Program in Luxury Brands (PGLB) is a 2-year program with a rigorous curriculum that's aimed at developing professionals who are keen to build a career with a Global Luxury Brand or an aspirational Indian Brand. During this program, students gain expertise in balancing the glamorous ornamentation of luxury along with business strategies. The students also explore and come up with solutions to various pressing issues faced by the Luxury industry.

The program also facilitates interaction with veterans of the luxury industry, where students gain invaluable advice from industry professionals.

Students receive learning from diverse educational backgrounds, with an appreciation of luxury products, aesthetics, symbolism, and identity serving as some of the key pre-requisites.

CAREER PROSPECTS

- Luxury Buyers and Visual Merchandisers · Luxury Distribution Planners
- Luxury Boutique Managers · Product Category Expert · Personal Shoppers
- Luxury Retail Operations Executive



PG PROGRAM

FASHION BUSINESS

(MARKETING & MERCHANDISING)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai, Bengaluru, Kolkata and Noida

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

PROGRAM OVERVIEW

This two-year comprehensive industry-oriented program trains the students to develop both as professionals and entrepreneurs in the field of marketing and merchandising by providing extensive knowledge and developing technical & behavioural skills in the core functional areas of Merchandising, Marketing, Branding, Integrated Marketing Communications, Product Development, Sourcing, Buying, and Range Planning. Pearl Academy trains students to be professionals who can conceptually and critically analyse complex problems to propose intelligent and compatible solutions in both fashion and lifestyle verticals.

The program engages the student to attain a broad overview of the global fashion and lifestyle industry. It has been designed in a manner that it encompasses the entirety of the fashion value chain, from raw materials to retailing, along with basic marketing principles. It also provides a knowledge and understanding of the elements & principles of fashion design, communication channels, terminologies, and fabrics, coupled with their applications in the fashion business. It will help the students acquire and develop an understanding of the designing and marketing perspectives across all levels of fashion merchandising & production. The program also emphasises on design thinking, which aims to develop an appreciation and understanding of what design contributes to the over-arching business landscape in students.

The students will get an opportunity to undertake an overseas exchange or an Internship or a live project with a fashion and lifestyle brand.

CAREER PROSPECTS

- Product Merchandisers • Product Managers • Visual Merchandiser
- Retail Buyers • Sourcing Managers • Category Managers



PROFESSIONAL PROGRAM

FASHION BUYING & MERCHANDISING

Duration : 11 Months

Eligibility : 10+2

Location : Delhi, Mumbai & Noida

PROGRAM OVERVIEW

With the rising demand for skilled merchandising, the retail and export industry is looking for skilled buyers and merchandising professionals – especially those who are trained to handle these jobs in the organization. The demand for them is higher in the industry because these roles are very important in the retail and consumer sector.

Fashion Buying and Merchandising is a subject with substantial scope, opening up number of career avenues for students. Today, there are many retail brands and MBOs managing numerous categories, which require a regular inflow of buyers and merchandisers. These brands include Shoppers Stop, Tata Trent, Future Group, Madura Garments, and Reliance Brands, among various other companies.

CAREER PROSPECTS

- Retail Merchandisers • Product Merchandisers • Category Managers
- Export Merchandising • Retail Buyers • Sourcing Experts

ALUMNI SPEAK



"I was fortunate to get a placement through Campus Interview at JJ Valaya Fashion House, today I am working with Genesis Luxury Fashion at their Bottega Veneta Boutique. I am thankful to Pearl Academy for providing me with the skills I needed to be successful."

Sonam Raheja (Brand Manager, Genesis Luxury)



"Neeraj sir, is one of the most innovative and inspiring professors in Pearl. His approach towards learning is very practical and realistic. He always taught us to look around and to explore, rather than sticking to preconceived notions. He let us create our own opinions His amazing insights always helped to better our performance and vision for future. I wish him all the best and loads of love to him"

Shaan Malhotra (Retail Operations Manager, Panna Sarees)



"Neeraj Sir has been my our batch leader as well as a mentor. The learnings under him were never restricted to any one particular subject. He has managed to help us in every aspect. It was amazing how involved he was while we had our placement interviews going on. He made sure it was not only placement, team work to get us placed with the best in industry, he used all his contacts as well."

Kriti Anand (Planner, Reliance Brands Limited)



"At Pearl Academy, I was given the exposure through internships, it definitely helped me shortlist what I did NOT want to pursue. The teachers were extremely supportive and helpful who never looked at the time when it came to helping the students. The intensive projects helped me strengthen my research skills which helped me a lot in my current job."

Shaiena Kataria (Assistant Manager, Ethos Limited)

FACULTY



Gaggan Bhatia

- Over 20 years of experience in Merchandising and Sourcing
- Worked with global firms like KOOVS · Forever 21 and GAP



Neeraj Kapoor

- Over 14 years of experience
- Expertise in Product Development and Merchandising, Sourcing
- Business Development



Anurodh Agnihotri

- a NIFD graduate
- worked in the field of design and merchandising in apparel industry



Shilpa Thappar

- 10 years of experience in luxury retail industry
- MA degree in fashion marketing from Nottingham Trent university



Azka Sikka

- Post graduate in Fashion marketing management from Esmod ISEM
- Paris Have a diverse background within the luxury sector



Dr. Preeti Goel

- Experience of over 20 years in teaching organisational behaviour, human resource management, retail strategy, mall management and Principles of Management & Marketing
- Coordinator for LDT Nagold (Germany)



Dr. Jaspreet Kaur

- 10 years of experience in Consumer behavior and Market research
- Authored 2 books
- Marketing management



Dr. Poonam Kumar

- Trainer, researcher and a professor in the field of Information Technology and marketing
- Awarded an employees excellence award in a D&N Software company



Ritu Jain

- 13 years of work experience in academics and industry
- Worked with brands like Shahi Export House, The Home Store, Big Jo's and Breuninger, Germany.

AWARDS AND RANKINGS

Best Design College In India

- ASSOCHAM (2016 - 2019)

Ranked amongst the top 25 Fashion Colleges in the world

- BoF (Business of Fashion) Global Fashion School Rankings 2017 (Graduate)

Best Private Fashion College in India

- INDIA TODAY – MDRA SURVEY 2018

Recognised as a Great Indian Institute 2018

- FORBES AND GREAT PLACE TO STUDY

Best Private Fashion College in India

- OUTLOOK-DRSHTI SURVEY 2017

Awarded the 'Excellence in Design and Fashion Education'

- Mid-day Excellence in Education Awards

Best Education Brand (2017) In Fashion Design Category

- THE ECONOMIC TIMES



FUTURE PATH

Pearlites at institutions in India and abroad for further studies.

INTERNATIONAL

- Torrens University, Australia
- University of Derby, UK
- Academy of Art University, San Francisco, USA
- Atlanta University, USA
- Berkeley College, USA
- Boston University, USA
- BTK University of Art and Design, Berlin
- Central Saint Martins, UK
- Chelsea College of Art and Design, London
- Creative Circus College & University, USA
- Domus Academy, Italy
- Fashion Institute of Design & Merchandising (FIDM), Los Angeles, USA
- Florence Design Academy, Italy
- George Brown University, Canada
- GIA, California, USA
- Golden Gate University, USA
- International Centre of Photography, NY, USA
- Istituto Marangoni, Italy
- Istituto Marangoni, London
- Kent University, USA
- Kingston University, London
- London College of Communication, UK
- Manchester Metropolitan University, UK
- MICA, Baltimore, USA
- Northumbria University, Newcastle, UK
- Nottingham Trent University, UK
- Parsons School of Design - The New School, NY, USA
- Polimoda, Italy
- Pratt Institute New York, USA
- Pratt Institute School of Architecture, New York, USA
- Raffles, Singapore
- Savannah College of Art & Design, USA
- Trinity College, Dublin, Ireland
- University for the Creative Arts, UK
- University of Edinburgh, Edinburgh College of Art, UK
- University of Southampton, UK
- University of Winchester (School of Art), UK
- Winchester School of Art, UK



NATIONAL

- CEPT, Ahmedabad
- IIM, Raipur
- ICFAI, Gurgaon
- IIT, Delhi
- IIIT, Delhi
- Indian School of Business
- IIM, Udaipur
- Jaipur National University
- National Institute of Design (NID), Ahmedabad
- IIM, Rohtak
- IIM, Kashipur
- IMT, Ghaziabad
- SP Jain Mumbai
- SP Jain Dubai

PEARL EXPERIENCE

At Pearl Academy, students get a fine blend of acclaimed faculty, state-of-the-art educational tools and opportunities to showcase their talents



Showcase at Lotus Makeup India Fashion Week



Neha Khan
Runner-up position at the International Artefact Award at Graduate Fashion Week 2019, London



Pearlites turn Jaipur Design Carnival into a creative showcase of their skills



Pearlites across all 4 campuses came together to re-discover Ramayana at Open Lab, Jaipur



Masterclass with Dr. Anna Keszeg Assistant Professor University of Debrecen and Universitatea Babeş-Bolyai



Pearlites showcased an array of conceptual products and designs at Pune Design Festival



School of Media students attended Media Rumble 2018



Pearl Academy's students re-imagine Mumbai through #MumbaiByDesign



Students as media volunteers for the Amazon India Fashion Week and Times Lit Fest



Akangksha Sarmah
Showcased Her Project Redefine At Dubai Design Week

PORTFOLIO

Pearl Portfolio has been a signature event of Pearl Academy for more than 26 years and has been an annual launch pad showcasing the work of graduating students. More than 1500 students from Delhi, Mumbai, Noida and Jaipur put together an amazing show in their respective cities. In the recent times, students have also showcased their work at India Fashion week, Pune Design Festival and other global platforms like New York Fashion Week, Dubai Design Week, London Graduate Fashion Week, Milan Fashion Week etc. The event witnessed Panel discussions with industry stalwarts, design immersion workshops & Fashion Shows.





Delhi: The two-day event witnessed a diverse range of innovative projects being displayed before the industry guests, media personnel, design intenders and parents. This was in continuation to the spectacular showcase by fashion design students at India's most coveted platform India Fashion Week earlier this year in March. Eminent personalities like Ashwini Deshpande, Co-founder, Director, Elephant Strategy & Design; Madhav Raman, Architect and Urbanist; Niladri Mukherjee, Co-founder, Glue Design and Heena Handa, Founding Partner & Creative Head, EDC Space and Design board and many others present on the occasion appreciated students work and shared their valuable inputs with them.

Driven by the passion to create an impact on the society, students developed creative solutions to challenging problems to present their work using different modes of communication like animations, films, podcasts, Instagram, AR, VR, and Artificial Intelligence.



Noida: The 2 day event witnessed a diverse range of innovative projects being showcased to industry guests, media personnel, design intenders and parents. Eminent personalities like Neelam Arora, Creative Head, Fab India Overseas Ltd; Sundeepa Bamval Mandal, Head Designer, Zara; Samant Chauhan, Founder Designer, Samant Chauhan Fashion Label; Nishtha Gill, Founder & Creative Principal, Treemouse; Lakshmi Chand, Partner, RLDA and Founding Partner, HomesByDesign and Preeta Agarwal, Jewellery Specialist took center stage and shared their valuable inputs with the students.

Students presented their final projects in an exhibition format and shared their thoughts on the role of innovation in design and fashion



Jaipur: The event witnessed a diverse range of innovative projects being displayed before the industry guests, media personnel, design intenders and parents. Architect Shamini Shanker was the chief guest at the event. Other eminent personalities who graced the occasion included Jagrati Shringi, CTO, Voylla, Tarang Arora, Founder, Amrapali, Abhishek Sand, Director Savio Jewellery, Anshuman Sharma, Chairman-Elect, IIID Jaipur and Madhulika Tiberwal from RASA. They appreciated students work and shared their valuable inputs with them. Earlier in March this year, fashion design students had showcased at India's most coveted FDCI Fashion Week. Driven by the passion to create an impact on the society, students showcased creative solutions to the challenging problems that exist today and presented their work.



Mumbai: The day-long event witnessed a large number of graduating students demonstrate their outstanding final projects before the industry guests, media personnel, design experts and parents. Eminent personalities like Adwaita Nayar, CEO – Nykaa; Cory Walia, Make-up Artist; Diva Dhavan, Model; Sadashiv Nayak, CEO Future Retail; and Swetank Jain, Chief People's Officer and Chief Communication Officer, Future Group took center stage and shared their valuable inputs with the students. Through their work, students explored the role of design in innovation, technology, and fashion.



GLOBAL LEARNING

(International Faculty Exchange & Alliances)

INTERNATIONAL PARTNERS



INTERNATIONAL FACULTY

Full-time

- Antonio M. Grioli – Dean, School of Fashion
- Maya G. Keischgens – Consultant, School of Fashion
- Alex Velasco – Dean, School of Design

International Visiting Faculty

- Caroline Raybould - Birmingham City University, UK
- Dr. Jake Abrams - Kingston University, UK
- Anna Keszeg - University of Debrecen, Hungary
- Kushal Karwa - Savannah College of Art & Design, USA
- Ane Pelesino Kevichusa - Savannah College of Art & Design, USA
- Wallace Murdoch - Nottingham Trent University, UK
- Lynda Doyle - University of the Arts London, UK
- Cath Johnson - University of the Arts London, UK
- David Goldsmith - Parsons The New School, USA
- Clare McTurk - Manchester Metropolitan University, UK
- Dr Keireine Canavan - Cardiff Metropolitan University, UK
- Basia Szkutnicka - Hong Kong Polytechnic University, Hong Kong
- J. R. Campbell - Kent State University, USA
- Colin Renfrew - Manchester Metropolitan University, UK
- Robyn Healy - RMIT University, Australia
- Robert Ott - Ryerson, Canada
- Jane Ledbury - Manchester Metropolitan University, UK
- James Clark - University of the Arts London, UK
- Grayson Bass - Rotman School of Management, Canada
- Lisa Richardson - Arts University Bournemouth, UK
- Adrien Yakimov Roberts - Accademia Costume & Moda, Rome
- Dr. Shubhapriya Bennur - Jefferson University, USA
- Neil Bottle - University for the Creative Arts, UK
- Susanne Goetz - Fashion Institute of Technology, New York
- Allan Murray - Falmouth University, UK
- David Salow - ArtCenter College of Design, USA
- Jose Castro - Miami International University, USA
- Anna Boggon - University of the Arts London, UK
- Tracy Pritchard - Falmouth University, UK
- Tim Edger - Arts University Bournemouth, UK
- Fabio Novembre - Fabio Novembre Studio, Italy
- Hyunjae Daniel Shin - Nottingham Trent University, UK
- Nathalie Evans - Manchester Metropolitan University, UK
- James WR Fathers - Syracuse University, USA
- Kiran Vajpey - Domus Academy, Milan
- Graham Markwell, University of Derby, UK

OVER 350 STUDENTS WERE PART OF INTERNATIONAL OPPORTUNITIES IN 2019

50 STUDENTS TRAVELLED TO NEW YORK TO INTERN WITH DESIGNERS AT NEW YORK FASHION WEEK 2019

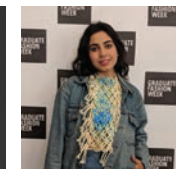
4 WEEK STUDY OPPORTUNITY IN EUROPE/CANADA

PEARLITES AT INTERNATIONAL EVENTS

- Global Grad Show, London
- Milan Fashion Week,
- London Fashion Week
- Youth Fashion Summit, Copenhagen
- Paris Fashion Week
- New York Fashion Week
- James McGuire Business Plan Competition
- World of Wearable Art (WOW)
- Redress Design Awards, Honk Kong
- Debrecen Film Festival, Hungary



Damini Mittal showcased at the Redress Design Awards 2019



Neha Khan showcased at Graduate Fashion Week, London 2019



Priyanka Sarkar showcased at Debrecen Film Festival, Hungary



Jeetendra Sharma showcased at Dubai Design Week 2019



Amanpreet Kaur showcased at Graduate Fashion Week, London 2019

INDUSTRY INTEGRATED CIRCUIT

With industry leaders, globally renowned professionals and some of the biggest names in fashion, design and media gracing its many seminars and workshops, Pearl Academy provides its students with a chance to learn and interact with these veterans.

99% PLACEMENTS IN 2019

500+ COMPANIES ON CAMPUS

MASTERCLASSES IN ASSOCIATION WITH FDCI

Pearl Academy in collaboration with FDCI engage veterans with students.

They share their experiences, views and insights about processes and culture of the industry.



Rahul Mishra



Pankaj & Nidhi



Rina Singh of EKA



Amit Aggarwal



Sukhet Dhir



Anavila Misra

MASTERCLASSES IN ASSOCIATION WITH EEMA

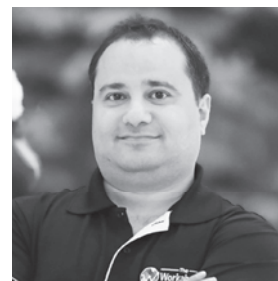
(Event And Entertainment Management Association)



Sanjoy Roy
Managing director
Teamwork Arts &
President- EEMA



Prerana Saxena
CEO and founder
Theme Weavers Designs



Vipul Pandhi
Vice President- North EEMA

INDUSTRY IN CLASSROOM



Dr. Anna Keszeg
Assistant Professor
University Of Debrecen
and Universitatea
Babeş-Bolyai



James Lavoie
Fashion Designer
Cirque De Doleil



**Gita Sarma
Balakrishnan**
Architect & Founder
Ethos India



Abhijeet Khanna
Fashion Designer
Label Abhijeet Khanna



Medha Khosla
Creative Director
Anomaly



**Padmashri Urvashi
Butalia**
Author, Publisher
and Media Columnist



Samar Khan
Designer
MetroDoodle



Varun Bahl
Fashion Designer
Varun Bahl Couture



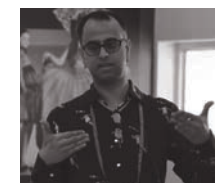
Fabio Novembre
Architect & Scientific
Director, Domus
Academy



Gauri Singh
Editor, DNA



Dr. Stephen Quinn
Principal
MOJO Media Insights



Himanshu Verma
Curator and Founder
Red Earth



**Adresh Chakraborty
and Eena Basur**
Designers



Amitabha Singh
Award-winning
cinematographer



Amitesh Banerjee
Communication
Professional



Anjali Gaekwar
Country Head
Christian Louboutin - India

CAREER SERVICES

PROFESSIONAL DEVELOPMENT PROGRAM

The workshops are aimed at inculcating self-awareness, vision and professional attributes in students. The interactive sessions and workshops help the graduating students to be ready to face interviews and careers confidently. The module will also cover various aspects to be industry ready and understand the necessity to adapt to change from student to employee mindset. Some of the topics covered in these workshops are - how to manage oneself and others at various situations, Johari window concept, Stages of self-awareness, Iceberg illusion concept, Handling emotions, Behavior and body language, Amygdala Hijacking, Effective communication and listening, Working with others, Mission statement etc.

PLACEMENT WEEK

Placement Week designed school wise such as Tech week, Fashion week, Business week and Media week focuses on Campus Placement Drive addressing students graduating from each vertical. This initiative marks the beginning of placement session with top companies participating in Campus Hiring Drive offering best pay packages in the industry.

HR SUMMIT

Career Services organizes HR Summits each year on topics such as 'Decoding Industry Expectations' at all our campuses. We invite our eminent panelists from the industry to share their valuable inputs debating on career growth, economy, business acumen, time management, teamwork, persistence apart from strong academic and technical knowledge, hands-on experience, software skills etc. They also share their personal challenges and success stories. We had industry panelist from Simon & Ciland, Breathe by Aakanksha, Ollari, Label Threesome, Aashima Behl, Ruby Bhatia, Dyson, Mohan Overseas, Social Konnect, Aza Fashions, PepperFry, Tailorwear, Bubber Couture, Preyal & Amisha amongst others

HIGHER EDUCATION SEMINAR

Career Services regularly organizes Seminar on Higher Education and invite professionals from IDP and Global Opportunities to guide students aspiring for higher education and wish to explore opportunities to study in international universities. They interact with higher education consultants and discover about various programs across the world.

ENTREPRENEURSHIP TALK

Career Services organizes 'Entrepreneurship Talk' where we invite entrepreneurs to share their experiences, challenges etc. Entrepreneurs from startups such as Happy Shappy, Mango People, WeBeasts have visited the campus and shared their valuable inputs about Startups and the process. This initiative primarily aims to support incubation dreams of Pearlites, help build their careers and create Pearl future leaders.

PEARL ALUMNI NETWORK

We have our official alumni networks across popular social media platforms such as instagram, linkedin & facebook; connecting pearl academy alumni across the globe. These communities aim at strengthening alumni relations by providing networking opportunities, highlighting professional achievements and celebrating trailblazers. Career aids such as competition alerts, emerging industry trends, and latest placement opportunities are also shared here.

ALUMNI BENEFITS

Assured Career Mentoring & Placement Support for 5 years [applicable for 2014 onwards graduates], 35% Scholarship for PG programs in the GUS Network*, Alliance benefits, Incubation support and access to up-skilling/reskilling online programs through subsidized pricing* are some of the benefits offered to our alumni.

LIVE INDUSTRY PROJECTS

A platform where Pearlites collaborate with corporate/government on projects which require design interventions and creative solutions.

DLF EMPORIO

The Students of UG Advertising and Marketing managed DLF Emporio's Luxury Shopping Festival 2019. Students managed the POP store & visual merchandising for the festival,



REZA

"REZA" Pet Wear- PG Fashion Design students made uniform for Haryana Police using the traditional textile from Haryana by "REZA". REZA is popular in organic cotton yarn which comes from the cotton gram in Haryana belt without using any chemical process.



DESIGN OF EXPERIENCE CENTRE FOR COVESTRO

Our students have exposure to designing for multinational company like Covestro. The students designed concepts for an experience centre considering the aspects of sustainability in polymer industry, futuristic design and interaction as the main aspects.



REDESIGNING INTERIORS OF DAULAT RAM COLLEGE

The Interior Design and Styling students designed and manufactured the furniture for the reception area, made installations for the vertical surfaces and also provided landscaping solutions for Daulat Ram College, Delhi University.



CREATIVE IMPACT

Pearl Academy has always been an active participant in the social arena, using art and design as a medium to raise awareness and help address social issues. Through a series of activities, workshops and initiatives, Pearl Academy constantly strives to fulfill its social responsibility.

BEACH CLEANUP

The Versova beach clean-up drive was taken up by students of Pearl Academy, Mumbai along with Afroz Shah team. A certain section of the beach was chosen for the clean-up drive.



KURTA PROJECT

Student from fashion and textile design programs at The Fashion Institute of Technology (FIT) and Pearl Academy collaborated to create contemporary kurtas with custom embroidery. Students worked in teams designing garments and hand embroidery executed by artisans in Jaipur.



HOPE FOR ACID ATTACK SURVIVORS IN INDIA

Alumni Pragma Prasun, 2016 HERE FOR GOOD AWARDS HONOREE for exceptional social impact work for acid attack victims.



KHADI MARCH

Students of Pearl Academy created an installation with a charkha, yarn and 150 hand painted shoes at the Charkha Museum, Connaught Place, depicting the famous 'Dandi March', to honour the father of our nation and spread awareness about Sustainable Fashion.



TIHAR PROJECT

Pearl Academy's "Weaving Behind Bars" project teaches weaving and entrepreneurial skills to women inmates in Tihar Jail, New Delhi. It has set up a fashion laboratory in collaboration with Tihar Jail offering a unique opportunity to the women prisoners of Tihar Jail to build a holistic and independent life after prison. Fashion Laboratory is equipped with all the essential facilities and tools necessary for learning basics of design & construction in the prison premises. Pearlites had also participated in this initiative and constructed garments which were designed by these inmates for Tihar Fashion Lab's convocation.



SETU PROJECT

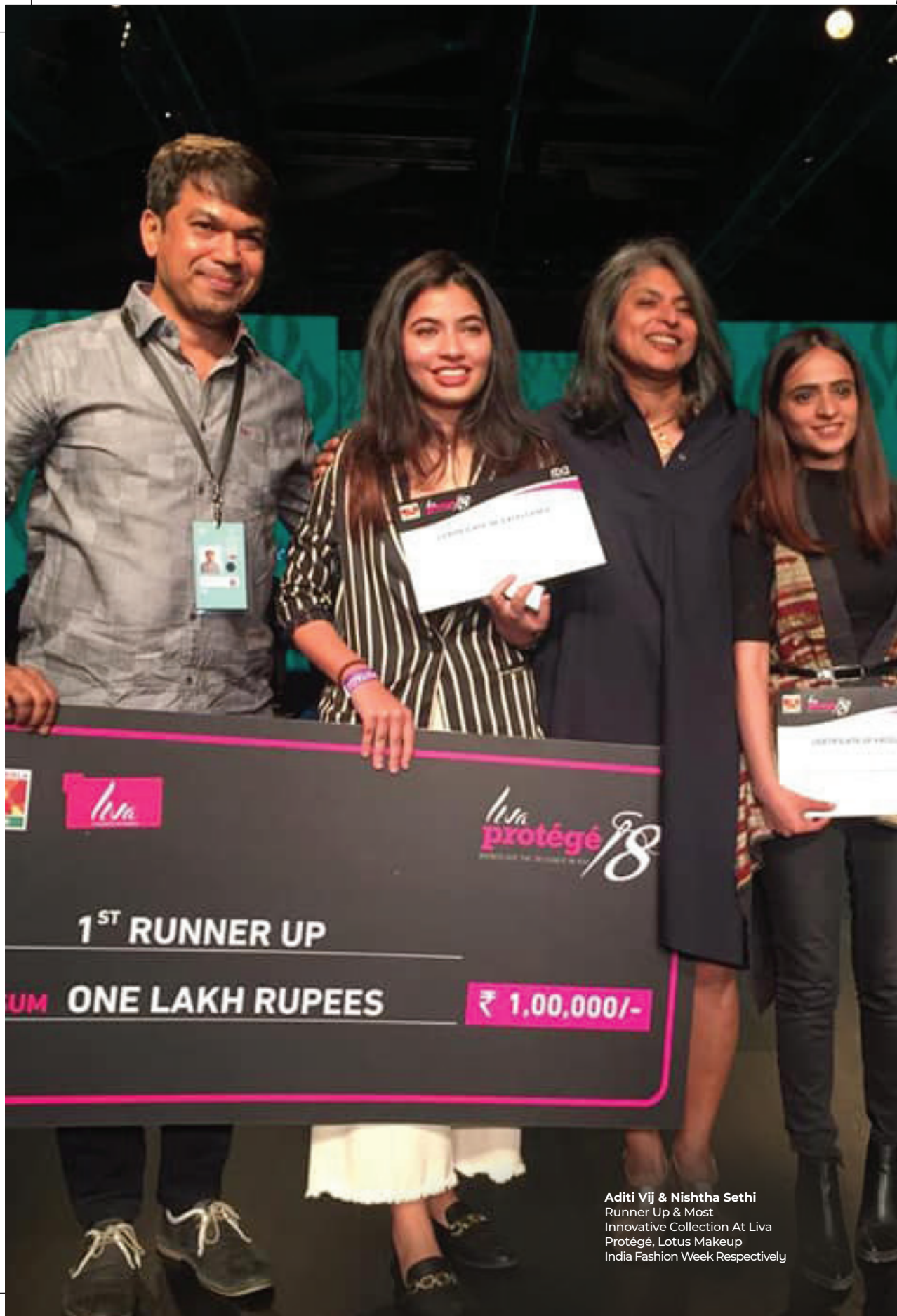
Pearl Academy collaborated with SETU, a Noida-based NGO, to empower economically backward women with life skills and enable them to have a sustained livelihood. Inspired by PM Narendra Modi's 'Teach to Transform' campaign, the academy introduced a three-month certificate program that imparted stitching and garment construction skills to these women with the aim to help economically backward women become entrepreneurs and thereby transform their lives.



FASHION IS CONTAGIOUS

Pearl Academy organized a fashion march titled 'Fashion is Contagious' to create awareness on the use of masks to curb the rising air pollution levels in Delhi. 200 students from Pearl Academy rallied across Dilli Haat wearing fashionable and designer masks with matching outfits. Pearlites aimed to educate public on how to make style statement with masks by matching it with any outfit one wears.





Aditi Vij & Nishtha Sethi
 Runner Up & Most Innovative Collection At Liva Protégé, Lotus Makeup India Fashion Week Respectively

STUDENT ACHIEVERS



Gunjan Jain
 Research Published in Textile View Oct 2018 Edition



Jugal Desai and Anushka Sarawgi
 1st runner up Elle décor Awards



Kumudini Kumar
 Medal for Excellence at the India Skills National Competition 2018



Kupu k Zhimomi
 Featured in WGSN for his project, "Indian Rule Breakers Report"



Meghna Agarwal
 Winner - "Through Her Lens Women Photography Contest 2018" held by Nikon India



Neelisha Garg & Shikha Sharma
 Finalist, Society Interior Design Competition



Neha Khan
 Runner-up position at the International Artefact Award at Graduate Fashion Week 2019, London



Payal Popli
 Winner Max Design 2018



Priyanka Sarkar
 Secured third position at Debrecen fashion festival Hungary 2019



Rajul-Goldar
 Winner Max Design Award



Uttara Sharma
 Winner CaratLane Design Incubator



Damini Mittal
 Finalist Redress Design Awards 2019, Hong Kong



Ashita Singhal
 Won India's Best Design Award by Pool Magazine



Shivani Jadhav
 First Prize Product Design Category Aww!chitecture



Bhavya
 Gold Award Interior Design The Asia Young Designer Award



Ninaad Kothawade
 Top Talent in the Illustration Category, Adobe Awards

QUALIFICATION

UNDERGRADUATE LEVEL

On successful completion of the program at Pearl Academy, students receive a Professional Diploma*. Pearl Academy facilitates enrollment of students for Indian and International Bachelor's degree from recognized institutions.

(a) International Bachelor's Degree

Students have an option to obtain an internationally recognized Bachelor's Degree by pursuing programs at our academic partner universities i.e. University of Derby, UK or Torrens University, Australia or Manchester Metropolitan University, UK or Nottingham Trent University, UK. Pearl Academy facilitates enrollment to these universities. The application for international degree shall be subject to assessment / evaluation and acceptance of students prior learning by the partner academic university. The decision of the partner academic university shall be final & binding.

(b) Indian Bachelor's Degree

All students at Pearl Academy Delhi NCR and Mumbai campuses are provided with an opportunity to pursue Bachelor of Arts from School of Open learning Delhi University and Institute of Distance and Open learning Mumbai University respectively. Students at Jaipur campus are provided with an opportunity to pursue Bachelor of Vocational Studies (B.Voc.) from Rajasthan ILD Skills University. Pearl Academy facilitates enrollment to these universities. For further details, students are requested to connect with Career Advisors.

*Pearl Academy is not a degree-granting institution and is not accredited by UGC, AICTE or any other regulatory body. Pearl Academy is also affiliated with Sector Skills Councils under National Skills Development Corporation (NSDC), an initiative by Ministry of Skills, Government of India, for following certifications. Students will have the added option for availing these qualifications. More certifications will be added.

Program	Level	Sector Specific Certificate
Fashion Design	UG & PG	Apparel Made-ups & Home Furnishing Sector Skill Council (AMHSSC)
Fashion & Lifestyle Business Management	UG	
Fashion Business (Marketing & Merchandising)	PG	
Textile Design	UG & PG	
Global Luxury Brand Management	UG	
Luxury Brands	PG	
Design (Fashion and Textiles)	MA Diploma	
Graphics and Communication Design	UG & PG	Media & Entertainment Skill Council (MESCC)
Fashion Communication	UG & PG	
Professional Photography	11 Months Professional Certificate	
Fashion Media Makeup	11 Months Professional Certificate	Media & Entertainment Skill Council (MESCC)

POSTGRADUATE LEVEL

On successful completion of two-year PG program, a student is awarded a Post Graduate Professional Diploma** from Pearl Academy. All students get to learn latest international trends through masterclasses by global experts and can also avail international student exchange programs. They get an opportunity to attend workshops, visit local factories / manufacturing units and interact with the industry experts of international market.

**Pearl Academy is not a degree-granting institution and is not accredited by UGC, AICTE or any other regulatory body.

ADMISSION PROCESS 2020

ADMISSION CYCLES

To cater to an increase in volume of applications each year and widen its pan-India reach, Pearl Academy offers more than 1 cycle for admission.

Please refer to the website <https://pearlacademy.com/admissions> for exam cycle dates.

We look out for talented, intelligent, ambitious students who are prepared to put in their best efforts to build the foundation for a successful and fulfilling career. We nurture young people who have the determination, potential and commitment to be the industry captains of tomorrow. So when we are assessing you, we will be particularly evaluating your career focus, your creative and aesthetic sense, your level of commitment and energy, your potential as a team member, your ability to handle stress, and of program, your communication skills.

For this purpose, every applicant passes through a 2-Stage Admission Process of written entrance test, followed by a personal interview. Applicant for 11 Months Professional certificate Program passes through 1 stage Admission process of Personal Interview only.

EXAMINATION PATTERN

UG Programs

Design Stream: General Proficiency Test (GPT) - 60 minutes and Design Aptitude Test (DAT) - 120 min

Business Stream: General Proficiency Test (GPT) only - 60 minutes

Media & communication (Journalism & Entertainment): General Proficiency Test (GPT) - 60 minutes and Media Aptitude Test (MAT) - 120 minutes

PG Programs

Design Stream: General Proficiency Test (GPT) - 60 minutes and Design Aptitude Test (DAT) - 120 minutes

Business Stream: General Proficiency Test (GPT) only - 60 minutes

Media & communication (Journalism & Entertainment): General Proficiency Test (GPT) - 60 minutes and Media Aptitude Test (MAT) - 120 minutes

11 Month Professional certificate Program

Personal Interview only

ELIGIBILITY FOR UG & PG

For 3 Year / 4 Year UG program: 10+2, in any discipline.

For 2 Year PG Program: Graduate in any discipline from a recognized university.

For 11 Months Professional Certificate Program: 10+2 or equivalent

SELECTION OF CANDIDATES

Candidates are selected on Merit, based on their performance in the Written Admission Test and Personal Interview/ Portfolio Evaluation. The Program and centres will be awarded to successful candidates on the basis of their rank & preference. For 11 Months Professional certificate Program - Selection is based on personal interview only. Result is declared for each Admission cycle as per the cut off / grades and weights for norms decided by Admission / Selection committee of the Academy. Admission letter will be available online only with fee structure and necessary information. Candidates will be required to pay the fees by stipulated date to secure their seats. In case a successful candidate does not pay the fees within the stipulated date, the seat will be offered to other deserving candidates. In case a candidate is not selected or has not been offered his / her desired program or centres in any Admission Cycle, it is open to the candidate to apply afresh for the next Admission Cycle. The norms of the Selection are the sole prerogative of the Pearl Academy Admission / Selection Committee and the decision of the Admission / Selection Committee and the Management in matters concerning the admission process and selection will be final.

FOR WAIVER OF GENERAL PROFICIENCY TEST (GPT) & DESIGN APTITUDE TEST (DAT)

(A) Only for UG Program Applicants

NATA score card 2019 / 2020

Applicable only for 4 Year UG Program in Interior Design and 4 Year UG Program in Product Design Please enclose a copy of NATA scorecard 2019 / 2020 (whichever applicable) along with the Application form.

(B) Only for PG Program Applicants

Applicants of PG Program are entitled to waiver of General Proficiency Test (GPT) only if they have registered a minimum score as mentioned below. Such applicants will be called for Personal Interview directly subject to submission of valid scores.

- AIMA – MAT (2019 / 2020)
- CAT (2019 / 2020)
- GMAT (2019 / 2020)

The minimum scores of MAT / CAT / GMAT for a waiver of GPT required are as under:

- Minimum MAT score of 500 or above
- Minimum CAT score of 60 percentile or above
- Minimum GMAT score of 450 or above

Please Note: Applicants seeking waiver of GPT are required to enclose an attested copy of the relevant valid Score Card along with this application form. In the absence of a copy of valid score card, waiver will not be accepted and the applicant will be required to appear in the GPT. Applicants of Design stream, who are allowed waiver of GPT, will be required to appear for Design Aptitude Test (DAT). Applicants of Media & Communication (Journalism & Entertainment) programs, who are allowed waiver of GPT, will be required to appear for Media Aptitude Test (MAT). Decision to grant waiver of GPT rests with Pearl Academy. Waiver of GPT is not automatic.

SCHOLARSHIPS

Merit cum Means Scholarships – New Entrants

The Merit cum means scholarship is constituted to support the deserving economically less privileged students joining Pearl Academy's programs each year. The objective of this Scholarship is to support & reward new students constrained by economic limitations.

The Merit cum Means Scholarship (new entrants) is applicable only to the new enrollments / students of regular UG / PG Programs at the time of admission.

The Scholarship provides partial waiver of tuition fee. It waives payment of partial tuition fee only for the current academic year in the following categories:

- a. Category-1 : 50% waiver of Tuition fee
- b. Category-2 : 25% waiver of Tuition fee

Eligibility

Eligibility for Merit cum Means Scholarship (new entrants) is as under:

- a. Annual gross parental / family income from all sources – maximum Rs. 8,00,000/- (INR Eight lakhs only)
- b. Academic Performance in 12th / Graduation (Min 55% marks)
- c. Academic Performance in Entrance test
- d. Preference towards of single parents.

NOTE: There is no concept of automatic renewal. The students need to apply afresh in subsequent academic year.

Merit Scholarship (Existing Students - Program Toppers)

Merit Scholarship will be awarded annually only to meritorious students progressing to L1, L2 & L3 of 4-Year UG programs and Year-2 of PG program.

- The Merit Scholarship provides partial waiver of tuition fee. It waives payment of 60% of the tuition fee only for the current academic year

Eligibility

The meritorious students of the respective cohorts at each campus, subject to class size of minimum 30 students. Merit Scholarship for the program topper is subject to achieving minimum prescribed standard of achievements as under:

- 4- Years UG program : Min 70% marks in previous academic year at Pearl.
- 2 – Years PG program : Min 70% marks in previous academic year at Pearl
- No disciplinary proceedings against the proposed awardee

*In case class strength is below 30, then classes across campuses will be combined (minimum total eligible for scholarship is 25) and the Merit Scholarship will be awarded to the Topper (1st Rank) subject to achieving the minimum performance criteria as follows:

- 4 Years UG program : Min. 70% marks in previous academic year at Pearl Academy
- 2 Years PG program : Min. 70% marks in previous academic year at Pearl Academy

Means Scholarship (Existing Students)

The scholarship is constituted to support the deserving students who are economically less privileged or are facing unforeseen economic crisis each year. The objective of this Scholarship is to support & reward our students constrained by economic limitations.

There are two categories:

- Category 1 : 70% waiver of Tution fee
- Category 2 : 50% waiver of Tution fee

Eligibility

- a. Annual gross parental / family income from all sources – maximum Rs. 8,00,000/- (INR Eight lakhs only)
- b. Preference to wards of Single parents
- c. Min. 70% attendance and Min. 55% marks
- d. No disciplinary proceedings against the proposed awardee

Based upon the above stated eligibility criterions, individual applicants shall submit their request for Means Scholarship in the prescribed format along with the following documents:

- a. In case of student having single parent, please provide relevant supporting documents
- b. A copy of Parents ITR, Form 16 / Balance sheet of last 2 years as proof of income.

NOTE: There is no concept of automatic renewal. The students need to apply afresh in subsequent academic year

Notwithstanding anything under this Scholarship, Pearl Academy's Management has right to continue or abandon this Policy going forward at any given point in time, without any prior written intimation. The Scholarship committee will be the final deciding authority for all scholarship decisions. Please note that this communication is without prejudice to any rights of Pearl Academy and this communication should not be considered as waiver of any rights of Pearl Academy in your favor.

General Rules for Scholarship (all categories)

- A student will be eligible for award of only one type / scheme of Scholarship in a given Academic Year.
- The scholarship amount will be adjusted against student fees. No cash or separate cheques will be issued in Student's favour.
- In case of a joint winner / topper, the topper will be decided based on the exact LAM including 2 decimal points (before rounding off).
- The Academy reserves the rights to edit /modify / change or update the contents of this policy at its sole discretion.
- The students will be covered under the latest revisions of the policies irrespective of their year of joining.
- For all scholarships, decision of the Scholarship committee will be final & binding.
- In case of withdrawal under Scholarship category, scholarship granted shall get withdrawn and refund shall be granted as per the normal fee structure.

HOW DO YOU APPLY?

ONLINE

Candidates can apply online at www.pearlacademy.com. Guidelines for applying online may be referred for the purpose. The Prospectus is available at Pearl website free of cost.

APPLICATION FEE PAYMENT

There are three options of making payments for application form

Credit Card / Debit Card - Candidates applying online through Credit / Debit card are not required to send print out of the application form.

Cash on Counter - Candidates applying online through Cash mode are required to send print-out of the application form and send it along with the cash amount of ₹1500. Please paste your recent passport size photograph on the application form, sign it and send it to the below mentioned address along with cash before the last date of form submission.

Demand Draft - Candidates applying online through Demand Draft are required to send print-out of the application form and send it along with the Demand Draft of ₹1500. Please paste your recent passport size photograph on the application form, sign it and send it to the below mentioned address along with the Demand Draft before the last date of form submission.

Note: Candidates are advised to keep the following ready with them before applying online:

- Credit / Debit Card or Cash on counter OR Demand Draft (Demand Draft must be in favour of "CREATIVE ARTS EDUCATION SOCIETY", payable at New Delhi)
- Scanned copy of passport size photograph [The photograph must be a recent passport size color picture, preferably in white background. Photographs with Caps, hats and dark glasses are not acceptable. The image should be in .jpg format only. Size of file should not be more than 1 MB].
- Scanned copy of valid CAT / MAT / GMAT / NATA score card (if applicable)
- Details of educational qualifications (marks / grade / year of passing etc.)

APPLY USING PRINTED (HARD COPY) APPLICATION FORM

FOR APPLICATION KIT (PROSPECTUS & APPLICATION FORM)

- Application Kit (Prospectus and Application Forms) will also be available at all Pearl Academy centres, Admissions Office against cash payment of ₹1500/-.
- Application Kit can also be obtained by sending a crossed Demand Draft for ₹1500/- to the following address before the last date:

ADMISSIONS DEPARTMENT

Pearl Academy

A-21/13, Naraina Industrial Area, Phase-II, New Delhi 110028

The Academy will send the Application Kit on receipt of such a request (accompanied by the Demand Draft) by Registered Post. Candidates are advised to keep a photocopy of the Application form for further reference.

ACKNOWLEDGMENT OF RECEIVED APPLICATION

Online Application: On successful online registration and payment, an acknowledgment email would be sent to you, which would carry the following:

- a) Confirmation of successful Online Registration & Payment.
- b) Your Online Application Number.

Printed (hard copy) Application: On receipt of your completed Application, an acknowledgment email would be sent to you, which confirm the Receipt of Application Form. This acknowledgment email does not imply that you are eligible for the further screening process. It mainly declares that your application has been received.

ADMIT CARD

Common Admit Card for Written Test & Personal Interview: The Admit Cards of all eligible candidates, whose completed applications have been received in time, will be available on Pearl Website (www.pearlacademy.com)

The Admit Card will mention the date, time and venue of Written Test & Personal Interview. Candidates are advised to check Pearl website for updates. Admit cards will not be sent by Post.

TO VIEW/PRINT ADMIT CARD

Candidates may VIEW/PRINT ADMIT CARD on admissions.pearlacademy.com. Print your Admit Card and Paste your duly attested passport size photographs. However, in case of any query/issue related to the admissions, you are advised to contact the Academy's Admission Office:

Toll-Free No. : 1800 103 3005

Email: admissions@pearlacademy.com

HOW CAN YOU PREPARE FOR THESE EXAMINATIONS?

A set of the indicative questions is available on our website www.pearlacademy.com for reference of the candidates. A free online program 'Design Prep' is also available on www.pearlacademy.com/designprep that will help you to crack interview, design portfolio or prepare for an interview.

COMMUNICATION OF RESULT TO SELECTED CANDIDATES

The result of selected candidates will be available on the Academy's website admissions.pearlacademy.com

PROVISIONAL ADMISSION

Candidates who have appeared in the qualifying examination (12th / Graduation / equivalent) may also apply for admission. Such candidates will be offered Provisional Admission upon successfully clearing the Entrance Test / Personal Interview as per norms of the Academy. Provisionally admitted candidates will be required to give an Undertaking in the prescribed format declaring that they will submit the proof of successfully completing the qualifying examination latest by 30th November 2020, failing which their provisional admission is liable to be canceled. Refund of fee paid is not applicable in case of cancellation of provisional admission.

INDUSTRY-SPONSORED CANDIDATES AND FOREIGN NATIONALS

A few seats are reserved for industry-sponsored candidates and foreign nationals. Such candidates will have to compete against the reserved seats for admission.

Pearl Academy facilitates telephonic and online (Skype / video conferencing) interviews for the international / overseas applicants.

ENTRANCE EXAMINATION CENTRES

Based on your application, if you are found eligible, you will be required to appear for an Entrance Examination (written test and personal interview) at one of the Written Test Centers as notified in the Admit Card.

For convenience of the applicants, Pearl Academy has increased the number of test centers and cities throughout the Country. List of Test Centre Cities is available on website.

NOTE: - Other centres may also be added and such information, as well as the exact location of the centres, will be notified later.

- Pearl Academy reserves the right to cancel / add / change any entrance test center (s) due to administrative reasons.

WITHDRAWAL OF ADMISSION AND REFUND OF FEE

If a candidate does not join and applies for refund, the fees deposited by the student will be refunded as per Pearl Academy's refund policy.

- For withdrawal of admission and seeking the refund, a candidate is required to submit written application along with original fee receipt and copy of admission letter.
- The request for withdrawal should be duly signed by him/her and countersigned by his/her parent/guardian.
- Requests made verbally, or without the original fee receipt will not be considered.
- The Academy is not liable to pay any interest on the fee in case of Withdrawal/Refund. * Please refer to the website www.pearlacademy.com for refund policy.

No refund will be entertained for the amount paid for purchase of the Application Form / Prospectus / Online Application.

GENERAL INSTRUCTIONS

Pearl Academy is a unit of "Creative Arts Education Society", a society registered under the Societies Registration Act, 1860, New Delhi.

1. The Academic Year and program of 2020 commencement date will be 4th week of July 2020.
2. Application fee is ₹1500/- (non-refundable) to be paid using Credit Card / Debit Card / Demand Draft or by Cash at Accounts Counter of the Academy. Please keep your Credit Card / Debit Card / Demand Draft ready with you before applying. The Demand Draft should be in favour of "Creative Arts Education Society" payable at New Delhi.
3. Candidates appearing in their final examinations can also apply provisionally.
4. Pearl Academy reserves the right to cancel / add / change any Entrance Examination Center(s) due to administrative reasons. Other centers may also be added and such information, as well as the exact location of the centers, will be notified later.
5. Admit cards for Written Test & Personal Interviews for all admission cycles will be available Online only. Candidates are required to download Admit Cards from Pearl Website only.
6. Any disputes arising out of the contents of this Prospectus will be subject to Delhi jurisdiction only.
7. Pearl Academy ("Academy") reserve the right to cancel a program before or after its commencement of program by giving a notice, at any time due to any internal technical or administrative reasons or due to insufficient strength of the program. If Academy cancels a program, you will be eligible for a full refund of the program fee. Academy may also offer a transfer to another program as an alternative, subject to payment or refund of any difference in program fees.
8. Academy will process any refund due as soon as possible and, in any case, within 45 days of notice of cancellation. The refund will be made using the same method of payment that you originally used to make your program booking unless otherwise expressly agreed with you.
9. Academy will make all reasonable efforts to deliver the program as outlined on Academy's site and in any brochure or published material. However, Academy reserve the right to:
 - a. Alter the timetable, location or presenters specified for a program; and
 - b. Make reasonable amendments to the content and syllabus of a program, when necessary.
10. Academy reserve the right to cancel your program booking in Academy's absolute discretion, and refund all fees paid by you, irrespective of whether the program itself is to proceed, without any further liability on our part.
11. Academy also reserve the right to exclude you from any program before or after its commencement of program, if in Academy's absolute discretion Academy consider that you are impeding the provision of the program or other of Academy's activities, or your presence is bringing or threatening to bring the Academy or any part of it or its subsidiaries into disrepute. In these circumstances, Academy will refund all fees paid by you but will have no further liability to you in respect of such termination or exclusion.

NOTES

