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'A'
Institute by
UGC-NAAC

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UGC
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Commission

ISO
9001:2015
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Affiliated to
CCS
University
Meerut

IMS-DIA, Noida

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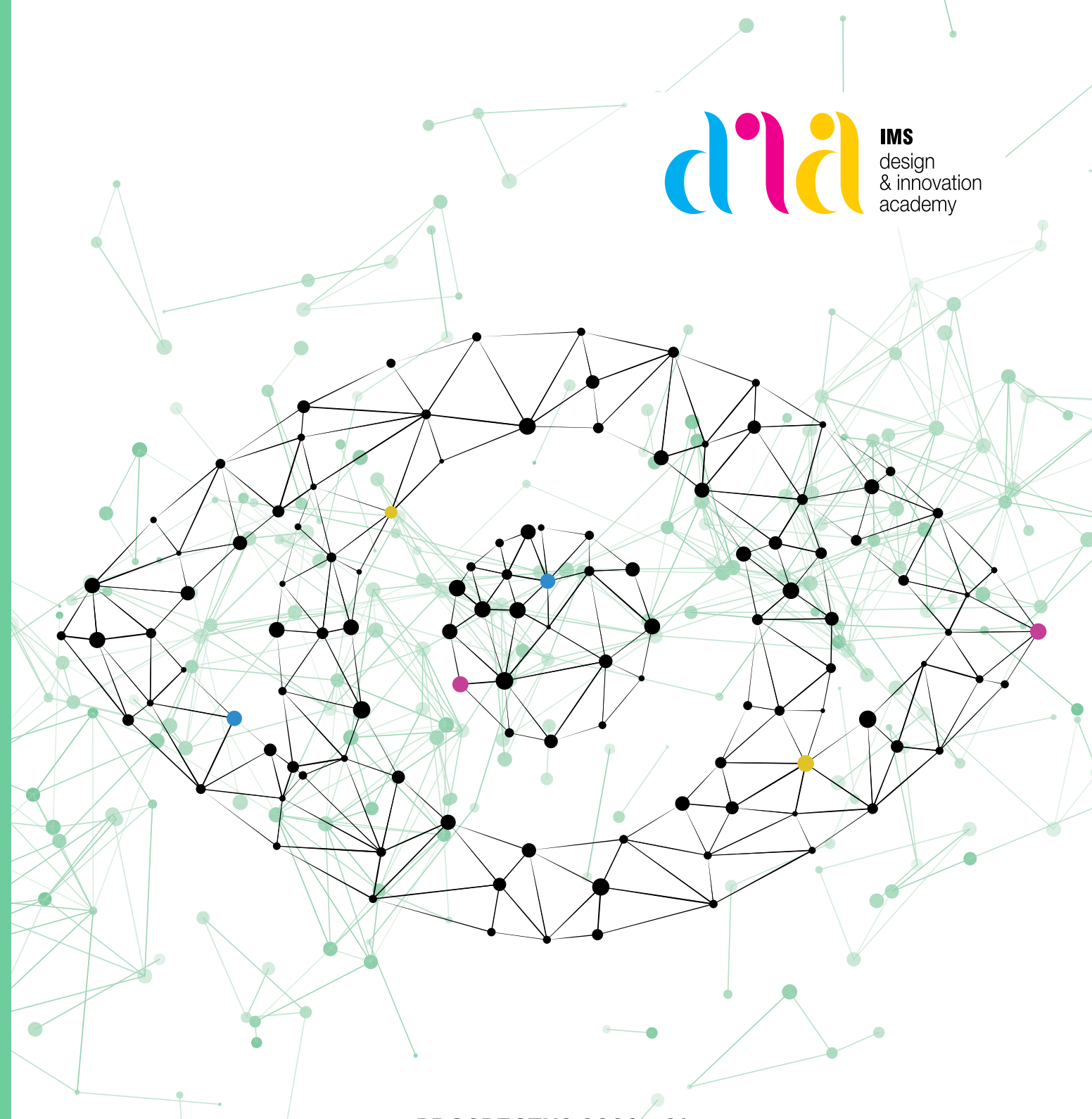
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*"Simplicity
is the ultimate sophistication"*
- Leonardo Da Vinci



UNISON Group

IMS SOCIETY

IMS NOIDA runs under the IMS Society, a non-profit organisation, constituted in 1996 by Unison Educational Group. It is a group of leading academicians and the honchos of the corporate in North India. The society has been imparting quality education since 1996. Currently, more than 18000 students are receiving education of excellence from more than 800 distinguished permanent faculty members in our University and Institutes spread over 72 acres campus located at Delhi, NCR and Uttarakhand.

Since last 23 years IMS Society has retained excellence in imparting education in the fields of education.



ACADEMIC DOMAINS

Global Fashion Design	Fashion Design	Mass Communication
Jewellery Design	Information Technology	Management
Engineering	Interior Design	Communication Design
Fine Arts	Foreign Language	Secondary School
Law	Architecture	Pharmacy

IMS-DIA

DESIGN AND INNOVATION ACADEMY

Design & Innovation Academy was established in 2005 with a vision of nurturing and training design professionals with the right calibre, expertise, attitude and creative thinking skills.

Established to foster a design education revolution in India, IMS-DIA has been unique from the very start. It is the first academy to have its own production house and retail showroom. With a team of dedicated faculty from national

and international institutions such as NID(Ahmedabad), NIFT, Delhi School of Art, School of Planning and Architecture, Delhi, LDT Nagold, GIA (Gemmology institute of America), Domus Academy, Milan, UCA, UK. IMS-DIA has a student-friendly education system and mature focus on innovative learning, where the curriculum is carefully planned and executed to provide holistic design education.

All the programs at IMS-DIA provide international exposure to commercial, retail and industrial centres abroad along with linkages to various international institutes and universities.

It is one of the very few design colleges to award dual certifications, a bachelor's degree recognized by UGC and a diploma awarded by IMS-DIA.

DIA encourages students to look beyond class-room tutoring to participate in competitions, seminars, workshops, exhibitions, events, conferences, research projects and student exchange programs. Master classes by industry experts, exposure to the market, trade fairs, and industry are all organized to broaden the student's horizons. The academy has set up a Million Dollar Idea Club, an initiative to encourage start-up ideas, motivate and provide support to pursue students'

entrepreneurial ambitions.

IMS-DIA was awarded the 'Best Textile & Apparel Design Institute in Delhi-NCR' by the Times Research Education Excellence.

IMS-DIA is the eighth venture of the IMS Society - a premier society dedicated to providing multidisciplinary holistic education. IMS-DIA believes in providing a unique contextual design curriculum, emphasizing creativity, innovation, curiosity and exchange of ideas, through diverse achievable plans, projects and strategies. At the same time our mission aims to identify and develop each student's personal styles and strengths.



Programs Offered:

- ◆ Global Fashion Design
- ◆ Communication Design
- ◆ Interior Design
- ◆ Jewellery Design
- ◆ Fashion Design

**DREAM
DARE
DESIGN**



VISION OF IMS-DIA

To enable students to explore, discover and develop their individual, creative potential in order to respond to the challenges and opportunities of sustainable and socially responsible design thinking.

PRESIDENT'S MESSAGE

MR. RAJEEV KUMAR GUPTA



“

IMS-DIA Noida will be a unique place to discover oneself as focus will be on customized training based on harnessing the strength of each student. ”

I am personally very excited about the transformation that is underway at, IMS-DIA Noida where the focus is on “Delivering Next”, to prepare students to be ready for the industry and to learn not about past but about the shape of things to come future. With the help of world-renowned professors, IMS-DIA is radically changing its curriculum, infrastructure, teaching methods and industry interface to meet this challenge of “Delivering Next”. DIA, IMS Noida will be a unique place to discover oneself as focus will be on customized training based on harnessing the strength of each student. In this journey towards Next, the focus will be on developing each individual by imparting knowledge on Next, personality development and communication skills along with team building.

I am very happy to welcome our next batch of exuberant, young aspirants to the Institute. We look forward to our new entrants to come up to the expectations of the Institute and be part of this dynamic momentum that we have set for ourselves.

CMD'S MESSAGE

Ms. SHILPI GUPTA

CHAIRPERSON AND INNOVATOR



“

We believe that an integrated approach to Design Education and the skill of Design Thinking is best understood through industry exposure. ”

IMS-DIA, established in 2005, is now poised to become one of the best design institutes in India, as is evident by the numerous awards we receive every year. Our core philosophy “Design in India” is inherent in our approach and is reflected in our students’ ability to dream big and work hard towards turning their dreams into reality. We do not like to think of ourselves as a college, but more a planned experience of exposure, where each student is immersed in the real world of industry and work from the first day onwards. We believe that an integrated approach to Design Education and to skill of Design Thinking is best understood through industry exposure.

With students fired with the determination to excel, a competent and dedicated faculty, carefully designed curriculum and the optimum infrastructure, IMS-DIA has grown to be a reckoning force in the world of design education. Our target is to equip every student of IMS-DIA with the best education and infrastructure to help them achieve the best in life.

Given that every professional today works on a global platform, we make sure that our students get the right international exposure through student exchange, international participation in workshops, conferences, exhibitions and study

programs abroad. IMS-DIA is also pursuing many goals from the Indian government’s national policy on design with its prime emphasis on innovation and development of an international reputation as “designed in India’ and ‘made for the world’. Our goal is to produce design gurus, who use the power of Design to inculcate innovation in any field they touch.

In addition to the dissemination of professional and technical knowledge, IMS-DIA further seeks to instil entrepreneurial and collaborative skills in its students through various projects, events and sports and cultural activities which are organized throughout the year. The campus has a football court, Volleyball court, boxing ring, table tennis facility amongst others and students are actively involved in sports and cultural including vocal and instrumental music, dance forms both classical and modern & rock band under well qualified mentors to inculcate team building skills and to lay emphasis on physical development along with development of cognitive skills. This initiative contributes significantly towards overall development of our students who play a catalytic role to create a positive social impact.

We wish all the young creators the very best and look forward to seeing you!

DEAN'S MESSAGE

PROF. KRIPAL MATHUR

“Be the change that you wish to see in the world.”

- Mahatma Gandhi



“

Our curriculum provides greater opportunities for self-directed learning, cross-disciplinary collaboration, and exposure to academic areas beyond the traditional boundaries of art and design.

”

“The world has changed; the role of design has changed and the way the designers are taught to engage with the world must change, too. Our curriculum provides greater opportunities for self-directed learning, cross-disciplinary collaboration, and exposure to academic areas beyond the traditional boundaries of art and design. India is experiencing a phenomenal growth in design centric careers and industry. In the light of this information IMS DIA aims at spearheading design education to promote fashion and design business and developing a breed of industry ready designers.

A forward-looking curriculum and agile thinking in the volatile, uncertain, complex and ambiguous world, what can differentiate one is an experimental way of learning and design thinking, with a focus on creativity, innovation, problem solving skills and empathy-based solutions.

This institute is emerging as a hub of innovation in the realm of design where the students emerge

as confident, creative thinkers and innovators. Fashion, textile, interior, graphics, jewellery design programmes at IMS DIA are designed to nurture the student's creativity, exposing the students to the real demands and practices of the design world. We need an education system which could train the students to be ready for a dynamic and futuristic global fashion industry. To fill in the demand created by this need, we are elated to introduce a one of its kind fashion design program 'Global Fashion Design', which aims to inspire, motivate and create unique, skilled, thinking, design focussed individuals, with relevant transferable skills to enter a competitive contemporary local or global Fashion Industry. Practical and versatile nature of this course will allow our graduates to enter the industry as fashion forecasters, colourists, fashion designers, costume designers, stylists, trend forecasters, visual merchandisers, merchandisers, or even launch their own export label or a designer label at a national/ international platform, the possibilities are endless.”

ASSOCIATIONS

ACADEMIC AND INDUSTRY



FDCI (Fashion Design Council Of India)	IFFTI (International Foundation Of Fashion Technology Institutes)	NID, AHMEDABAD (National Institute Of Design)
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IMS-DIA is an institutional member of the FDCI as an associate institute and is offered access to the resources of FDCI. Our students thus get an opportunity to take part in the events organized by FDCI such as the India Fashion Week organized twice a year at Delhi and fashion competitions supported by FDCI.

IMS-DIA is a member of IFFTI, an international association of higher education institutions dedicated to promoting excellence in teaching and learning in fashion and fashion related program. Our faculty members have been presenting research papers at the annual conference held every year.

NID Faculty has provided consultation and technical advice in developing IMS-DIA vision and roadmap for academic courses. They have been constantly guiding curriculum development to follow the roadmap devised for the academy.



ROBERT GORDAN UNIVERSITY, SCOTLAND

KHADI DESIGN COUNCIL OF INDIA

THE UNIVERSITY OF LINCOLN

IIID (Institute Of Indian Interior Design)

Robert Gordon University is focused on offering a wide range of undergraduate programs in multiple disciplines. Times Higher Education Student Experience Survey has listed RGU as the top university in Scotland for its industry connections and engagement.

IMS-DIA is in process of uniquely developing collaboration with Robert Gordon University to offer joint degree programs and a summer programme in collaboration with RGU for its students of design.

Mrs. Shilpi Gupta (CMD, IMS-DIA) is the President of the Khadi Design Council of India (KDCI). She is actively involved in promoting, training and then connecting the young budding designers with the industry. She is also working towards spreading awareness about Khadi nationally and internationally. Her efforts involve research to improve the Khadi fabric to make it more user-friendly. She is making determined efforts to upgrade the weavers by connecting them directly with the designers to ensure they get professional inputs and fair prices for their fabric.

IMS-DIA is the key Indian partner of the University of Lincoln's College of Arts. Together we are establishing staff and student exchanges and visits as well as offering progression to those studying at either institution. We are also expecting to benefit from joint award applications for various government and private initiatives and partnerships.

Institute of Indian Interior Designers, popularly called IIID; promotes good professional & trade practices and ethics amongst its members and to highlight and enhance the image of the Interior Design Profession. Key responsibilities of IIID are to promote research & scientific work in connection with Interior Design and Conduct continuing education workshops, seminars & programmes for the benefit of its members. IMS-DIA has been nominated as 'Institutional Member' of Institute of Indian Interior Designers.

AWARDS AND ACHIEVEMENTS





STUDYING WITH US

PROGRAMS AT IMS-DIA

PROGRAMS AT IMS-DIA

DIA DUAL AWARD - DEGREE + DIPLOMA 4 YEARS

IMS-DIA works in close association with industry and updates its curriculum as required, involving industry in the process. It encourages a self-directed approach, experiential learning, to create flexible, personal and customized opportunities. Design education requires flexibility and hands on experience.

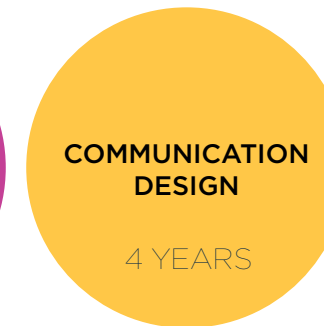
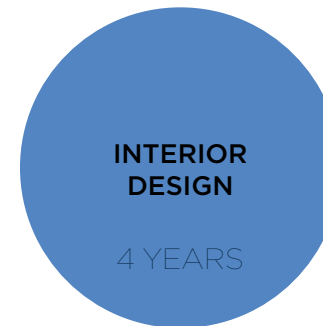
We have our very own certification called the DIA Diploma AWARD. This DIA Diploma is awarded in addition to 4 yrs. CCSU (Chaudhary Charan Singh University) Degree in BFA in (Fashion Design), BFA, Applied arts (Interior Design and communication design) and 3-yrs. B.Sc. (Jewellery Design). In 2020, IMS - DIA has introduced a new international program, called Global Fashion Design, awarding DIA Diploma integrated with a Degree.

DIA DIPLOMA AWARD - 2 YEARS

Each of the different departments offers two-year diploma program as well.

Two-year programs offered are:

- Exhibition and set Design
- Jewellery Design and Business
- 3D Animation and Gaming
- Textiles for fashion





GLOBAL FASHION DESIGN

ADVISORY BOARD OF GOVERNORS

GLOBAL FASHION DESIGN



Shilpi Gupta

Basia Szkutnicka

Jane Rapley

Janice Everett

Alistair Blair

The members of the **ADVISORY BOARD OF GOVERNORS** are leading National and International professionals who advise on the management and the delivery of the **GLOBAL FASHION DESIGN PROGRAM**.

SHILPI GUPTA

Chairperson, Advisory Board of Governors

CMD, IMS-DIA, Chairperson and Innovator

Fashion Brand Management Graduate from UCLAN, UK

CEO of a highly successful venture 'Surkhab Exports'

BASIA SZKUTNICKA

Honorary member, Advisory Board of Governors

Principal Curriculum and Programme advisor

Professor of Practice at ITC, The Hong Kong

Polytechnic University

Alumnus, Central Saint Martins, University of Arts London

Academic/ Writer/ Designer/ Innovator/ Creative

JANE RAPLEY (OBE)

Honorary member, Advisory Board of Governors

Professor Emerita Central Saint Martins,

University of Arts London

Former Dean of Fashion & Textiles, CSM

Former Head of College, CSM

Alumnus of Royal College of Art

Designer/ Writer/ Educator

JANICE EVERETT

Honorary member, Advisory Board of Governors

Adjunct Professor, Fashion and Merchandising

department, LIM Design Institute- New York

Former Adjunct Professor, FIT, New York

Alumnus, Royal College of Art

Designer/ Artist/ Educator

ALISTAIR BLAIR

Honorary member, Advisory Board of Governors

Industry Advisor

Couture, Ready-to-wear, Mens, Womens and

Childrenswear Designer

Formerly at Dior, Valentino, Chloe, Cerruti, Lagerfeld

as well as own London based designer label

Alumnus, Central Saint Martins, University of Arts

London

GLOBAL FASHION DESIGN

PROGRAM VISION

We aim to inspire, motivate and create unique, skilled, thinking, design focussed individuals, with relevant transferable skills to enter a competitive contemporary local or global Fashion Industry.

PROGRAM CONTENT

How will we teach you?

- DESIGN for real people & real lives
- Interpret dynamic IDEAS & design the way it really is
- To look for inspiration EVERYWHERE
- **Learn to be OPEN & see the world differently through design eyes**

SPECIAL FEATURES

Explore the design process. Your individual design handwriting & encourage creativity. Engage in dynamic and futuristic discussion.

Collaborate with the world of fashion to develop a true understanding of the business.

Discover the synthesis between traditional craft & contemporary design practice.

Become a desirable, skilled, knowledgeable creative, equipped with skills, ready for industry, to drive fashion forward



SYLLABUS - YEAR 1

EXPERIMENTATION:

The Fundamentals: Experimentation & innovation:

An emphasis on creative play, research, verbal & visual Communication to underpin further study

Design Principles / Design Practice

- Design for Good (Design Thinking / research & play)
- 2D to 3D, The body as object (Experimental design & construction)
- Surface & Texture Exploration (Textile Manipulation)
- Drawing I
- Fashion in Context (Culture / society / Behaviour)
- Design Process (The Basics of Fashion Design)
- Future Thinking (Forecasting)
- Principles of Construction I & II (Experimental Sewing / Innovative Patternmaking)
- Wearable Sculpture (Headwear / Millinery)
- Communication (English)
- Study Experience I- International (Sri Lanka)



Photo credit- From the OPERA series, China, 2005-2007 - Charles Fréger



Photo credit- Ian Bennett

SYLLABUS - YEAR 1

SRI LANKA STUDY TRIP

2 weeks trip

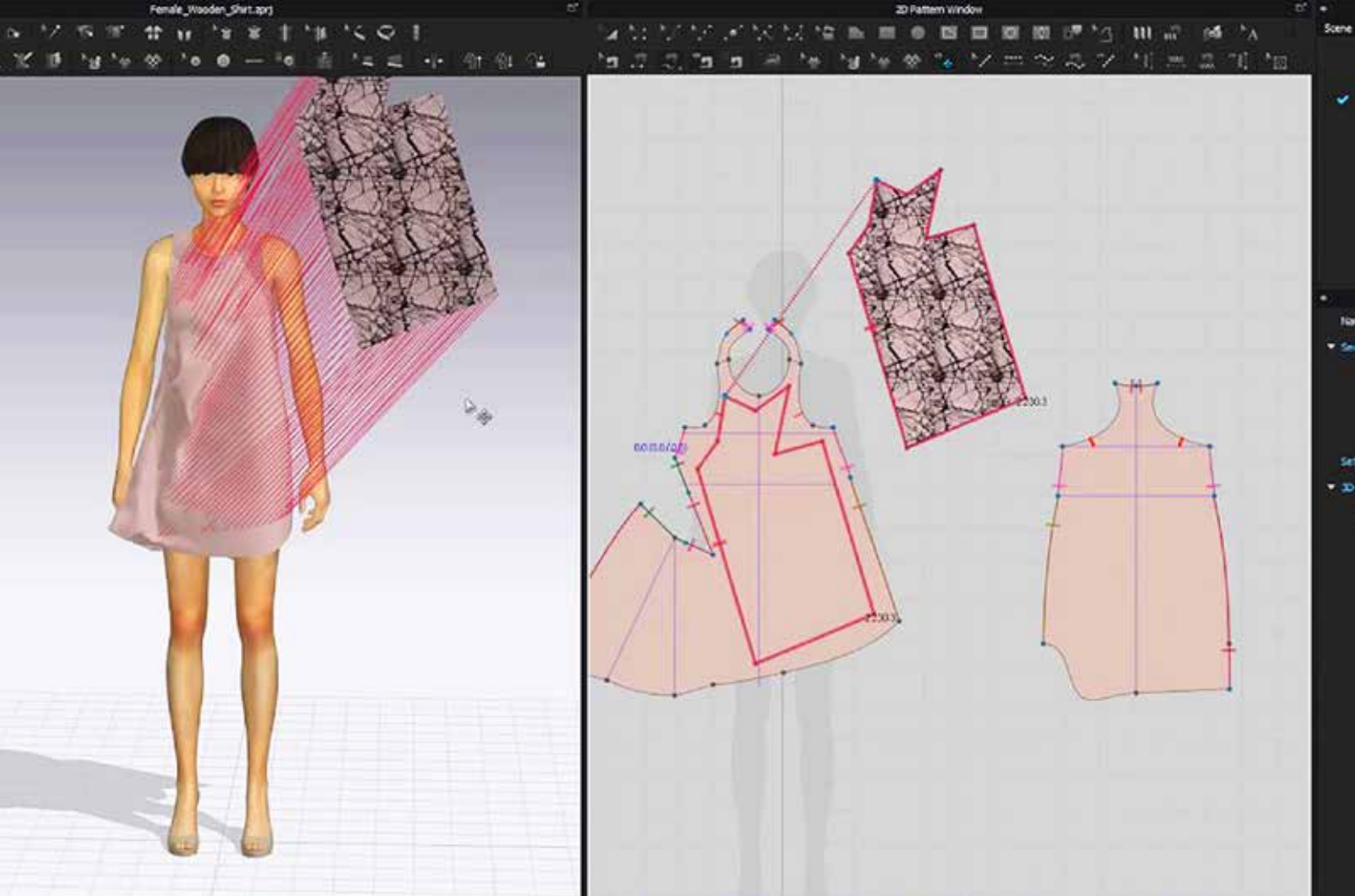
A green role model for sustainable apparel manufacturing to a global market.

You will:

- **Understand** the importance of a green and sustainable apparel and textile manufacturing model.
 - **Examine** contemporary & innovative craft-based business models.
 - **Understand** the need for integration of Corporate Social Responsibility into the design process & supply chain.
 - **Contextualise** traditional craft into a relevant contemporary expression within design.
- **Visit** manufacturers in Sri Lanka to understand the whole supply chain process from thread, to factory floor, to worker, to design, to export.
 - **Gain** a greater understanding of where fashion products are produced and sourced from.
 - **Learn** how to apply sourcing and supply chain management theory to practice.
 - **Enjoy** an adventure safari.

Airfare/ Transport/
Accommodations/ Visa included in
the fee.





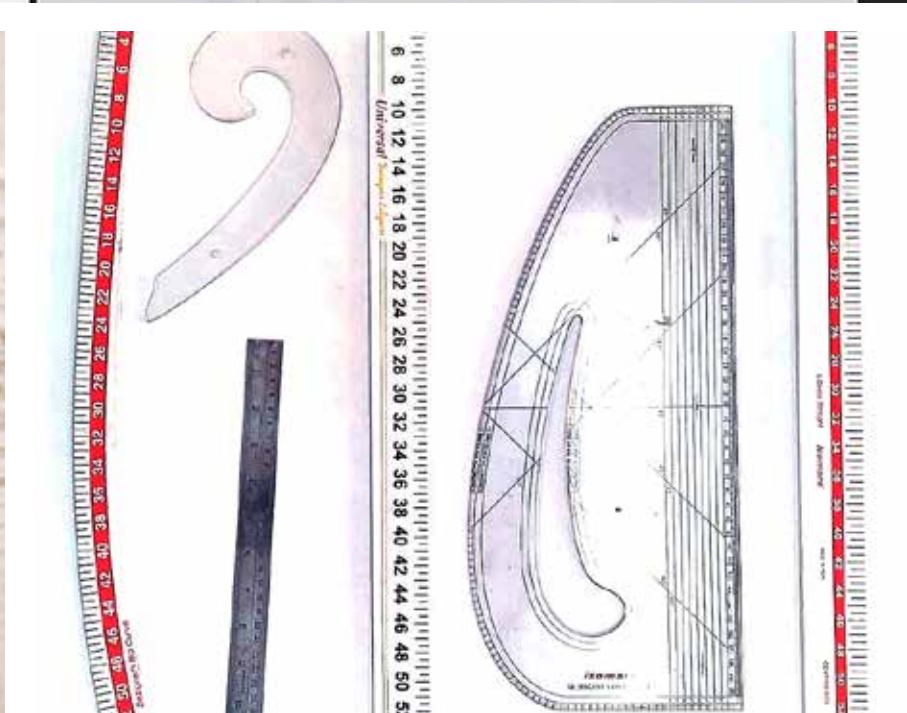
SYLLABUS - YEAR 2

EMPOWERMENT:

Transferable Skills: Design theory, practice, skill acquisition: An emphasis on nurturing core Design, CAD & technical skills as well as an understanding of the fundamentals of the fashion industry.

Design in Action / Design Reality

- Digital Design I & II (Illustration / Introduction to Illustrator / Photoshop / CLO 3D)
- Drawing II
- Design Studio I & II (Fashion design projects)
- Technical Lab I, II & III (Patternmaking / garment construction)
- Fashion Systems I (Fashion Business fundamentals)
- Shapewear (Corsetry)
- Surface Textile Narratives
- Costume Design (Film/ video/ theatre)
- Communication (English / Mandarin)
- Study Experience II - International (London)





SYLLABUS - YEAR 2

SCHOLARSHIP

A scholarship will be awarded for achievement to the most meritorious student, in the form of a fee waiver for a Summer Programme at **Central Saint Martin's, London.**

LONDON STUDY TRIP

2 weeks trip

- **Experience** the design capital, city of inspiration, street style and diversity
- **Understand** about street style and fashion inspiration
- **Gain** awareness of important new as well as established designers
- **Gain** insight into the dynamics of a city with history, heritage and style
- **Explore** key museums and exhibitions for designs inspirations
- **Examine** how retail works in the UK
- **Experience** British culture
- **Visit** Graduate Fashion Week
- Airfare/ Transport/ Accommodations/ Visa included in the fee

OPTIONAL SUMMER COURSE

After the 2 weeks study trip, students will also have the options to enrol in a 3- week full- time summer course at Central St. Martins – Summer Study Abroad, for an additional fee. They will use research as key to the design process, using London's streets, museums and people to develop, expand & explore how an idea translates through to a design solution. The final work will be assessed and students will receive a Certificate of Achievement.

KNOWLEDGE ACTIVATION:

Practice in Action: Specialism: An emphasis on application of design & technical skills & specialist product categories, to enable collaboration with industry.

Specialist Skills / Industry Collaboration

- Digital Design III (CAD / Portfolio)
- Design Studio II (Collaborative industry project)
- Fashion Systems II (Fashion business)
- The Fashion image I & II (Styling & Fashion Photography)
- Technical Lab IV (Prototyping / Fit)
- Creative Visual Communication (Presentation skills)
- Visual merchandising
- Design for occasion (Occasion wear/ Bridal/ Festive)
- Stretch (Swimwear/ Resort)
- Menswear
- Product Development
- Communication (Mandarin)
- Study Experience III- International (China)



SYLLABUS - YEAR 3

China study trip

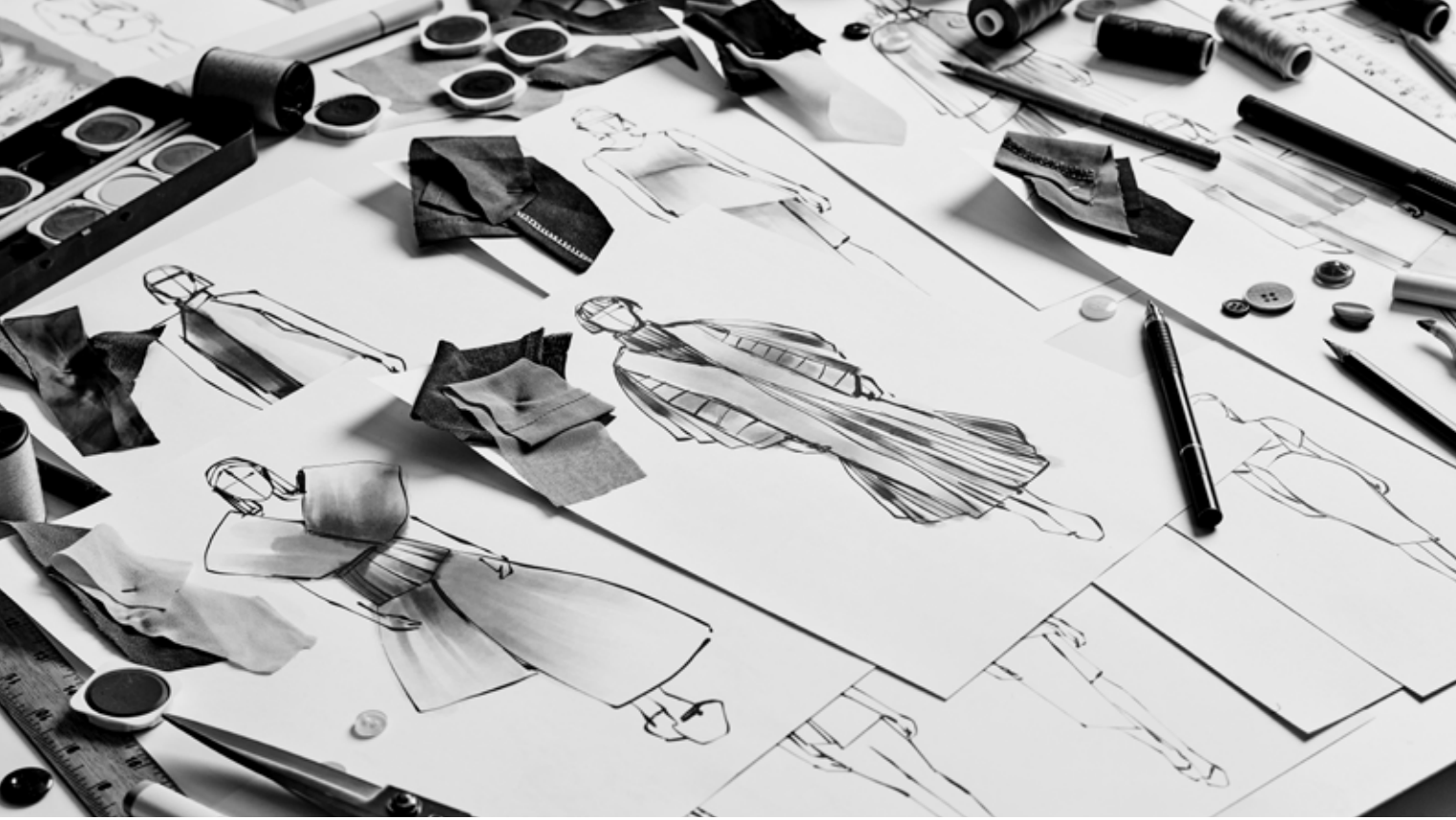
2 weeks trip

- To understand why China has a firm stronghold on the global fashion industry.
- Aims to expose students to new age manufacturing processes
- To source of fashion fabrics / trims
- Most importantly to sensitise them to the culture and style
- Airfare/ Transport/ Accommodations/ Visa included in the fee



PHOTO CREDIT - KTC, HESHAN, RONDOR GARMENTS LTD, CHINA





SYLLABUS - YEAR 4



KNOWLEDGE DECLARATION:

Consolidation: Amalgamation of skills & knowledge: Culminating in a professional project response evidencing a personal & informed approach to design practice

Project Preparation / Project Realisation

- Collection Proposal / Design Studio III
- Marketing / Social media
- Fashion Film (making / editing)
- Event Production (Fashion show/ Exhibition)
- Entrepreneurship / E-Commerce
- Portfolio (Professional)
- Preparation for Industry (CV / interview skills)

ADMISSIONS AND ELIGIBILITY

GLOBAL FASHION DESIGN

WHO ARE YOU? WHO WOULD YOU LIKE TO BE?

You dream of a career in:

- Fashion Design
- Costume Design
- Fashion Marketing
- Fashion Communication / Advertising / Promotion
- Fashion Retail
- Your own brand / fashion business
- Buying and merchandising
- Forecasting
- Textile design
- Colourist
- Academia
- Creative direction
- Fashion expert
- Millinery

Everything is possible!

Entrance exams March – July 2020
Programme starts on 17 August 2020
Limited seats.

ELIGIBILITY

Applicants will need to have cleared or appeared for the standard 12th board exam with a minimum 50% score in 10+2 level.

English as a subject in 10th or 12th board.

A good command of the English language, spoken & written will be an advantage.

ENTRANCE EXAM

Creative ability test - 60%
Interview - 40%

You will need to gain at least 60% of the aggregate marks to be considered for a place.

CREATIVE ABILITY TEST

Duration 3 hours
Graded out of 60%

Evaluated for the following:

Creativity	40%
Written English	10%
General awareness	10%

PERSONAL INTERVIEW

Duration 30 minutes
Graded out of 40%

The interview will assess a candidate's, communication *skills, awareness of national and international fashion world*, global environmental and social issues.

The interview panel will consist of 3 academics.

INTERIOR & SPACE DESIGN



INTERIOR & SPACE DESIGN



Interior design is more than just aesthetics. It's about finding creative design solutions for interior environments while supporting the health, safety and wellbeing of occupants and enhancing their quality of life.

The real estate market for interior designers is upbeat, with the rising demand for professional design of private homes, offices, restaurants, retail businesses and much more. The scope of the program has gone up especially due to the increase in real estate and general public awareness. Most interior designers specialize areas

including space design, landscaping design and management of project (OR) Furniture design.

Following a systematic and coordinated methodology including research, analysis and integration of knowledge into the creative process, interior design is a multi-faceted profession whereby the needs and resources of the client are satisfied to create an interior space that fulfills the project goals. The imaginative and efficient use of colour, pattern, texture, light, space and lights are central to an interior designer's practice.

KEY STRENGTHS

Material based learning

Emphasis on technical skill-based inputs and material application with hands-on design

Experienced professionals from the field of architecture and Interior design as faculty members

An integrated approach towards creative applications is provided through theoretical classes and practical trainings.

Industry oriented programs

Interior resource centre equipped with state-of-the-art wood workshop, carpentry tools, along with library of different resources

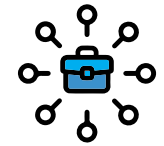
Industry Interactions

Industry Integrated Projects

High-end multimedia labs - Windows & iMac workstations

Industry Visits

Workshops by Industry Professional



INDUSTRY ASSOCIATES

Hulsta / Design Radiance / Lemon Tree Hotels / Regent Lightings / Hammer and Tongs / Xebec / Studio Praxis / Hacker / Nova Technology / Raheja Developers / Hacker's Kitchen



Programs Offered:

- ◆ Interior Design
- ◆ Exhibition & Set Design

INTERIOR DESIGN PROGRAM

DURATION - 4 YEARS



PROGRAM OVERVIEW

The four-year BFA (Applied Arts) Interior design program is affiliated to Chaudhary Charan Singh University. This comprehensive program aims at training the students aspiring to be interior design professionals in major areas like- Design, technology and business. This program 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. The focus is always on the correlation between design and the market. Students learn to integrate their knowledge with commercial practices and market requirements. A mature approach and independent working philosophy are expected throughout the course.

CCSU Degree in BFA
Applied Arts & DIA
Diploma

PROGRAM CONTENT

The curriculum will start its conceptual, skills and technology journey for space design from the first year, leading the students to specialization through technicalities and understanding of professional practice. The learning of subject domain will be imbibed through theoretical and conceptual understanding and practical process. Students training to be Interior designers learn how to read blueprints and are taught to be aware of National Building Codes and inspection regulations, as well as universal accessibility standards. The program facilitates Industry Internship as well as Professional Industry Projects.

SYLLABUS

YEAR 1

It sets the foundation with understanding of interior design, the basic working of the Industry and introduction to design. It acts as a foundation, where basics of visual, material, conceptual and technological understanding & skills are undertaken.

YEAR 2

Students are trained with concepts in colour theory, drawing and two- and three-dimensional design. Students will also learn how to balance the visual planes of a space and thoughtfully consider other sensory elements, such as lighting with sketching.

YEAR 3

It focuses on imparting graphic software knowledge (AutoCAD, Photoshop, 3D Max) along with an in-depth understanding of

Space Planning, Furniture Design and Building Services.

YEAR 4

Students work extensively on their portfolio. They also undertake an internship with Interior Design Studios, Architectural firms or Real Estate Developers. As a graduate project the students are required to develop a brief on an industry integrated Interior Project or work on a professional brief in an organization. This project will showcase the ability of student to apply all technical learning into practice along with their design conceptual thinking.



CAREER OPPORTUNITIES

On completion of the program, the graduate can function as an interior designer at par with an interior architect for residences, corporate offices, retail spaces, hospitality and institutions. They can also be associated with paint companies as colour consultants and stylists, as estimation experts, service systems experts and facade designers.

SPECIAL FEATURES

- Real time collaborative project on Visual Merchandising with Fashion Design Department
- International tour to Ganzhou, China for Furniture Sourcing / Milan Furniture fair
- Domestic visit to FOAID, ACETECH and Design ID

EXHIBITION & SET DESIGN PROGRAM

DURATION - 2 YEARS



PROGRAM OVERVIEW

Exhibition design is a continuously evolving field; therefore, we teach the students to bring in innovative, creative, and practical solutions to the challenge of developing communicative environments that 'tell a story' in a three-dimensional space. The program creates job-ready professionals that are in great demand in the booming Exhibition & Set Design industry in India & overseas.

PROGRAM CONTENT

The key focus of this program is to learn hands-on through practice at real sites, post the initial 1.5 Years of basic design and technical understanding. The curriculum begins its

journey of conceptual and technical skills required for exhibition and set design in foundation. The program will gradually lead the students to specialize in the exhibition & set development domain through technicalities, material understanding, creative application and professional practice in this niche domain. The learning will take place through theoretical & conceptual understanding, and practical process through lectures, discussions, workshops, practice and real time projects.

The program will facilitate Internships with Exhibition designers, Event firms and facilitate opportunities for practical, hand-on experience with domain expert in the Exhibition & Set Design.

SYLLABUS

YEAR 1

The program commences with a 6- months integrated learning of interior and space design program with basic visual & material skills, Colour & design concepts & application, presentation and communication. The following semester trains the students about basic Graphic Design, Typography, Content development for Communication, CAD development and basics of space layout and function. Then the students develop an understanding of structures and installation of exhibition setups, material knowledge, material handling and ergonomics of furniture.

YEAR 2

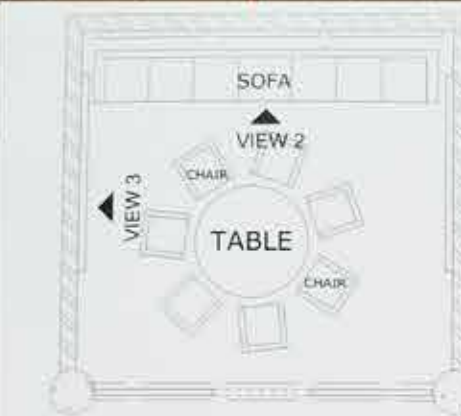
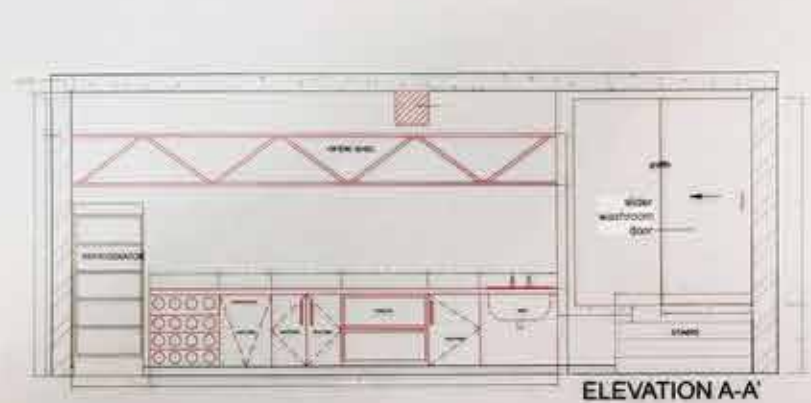
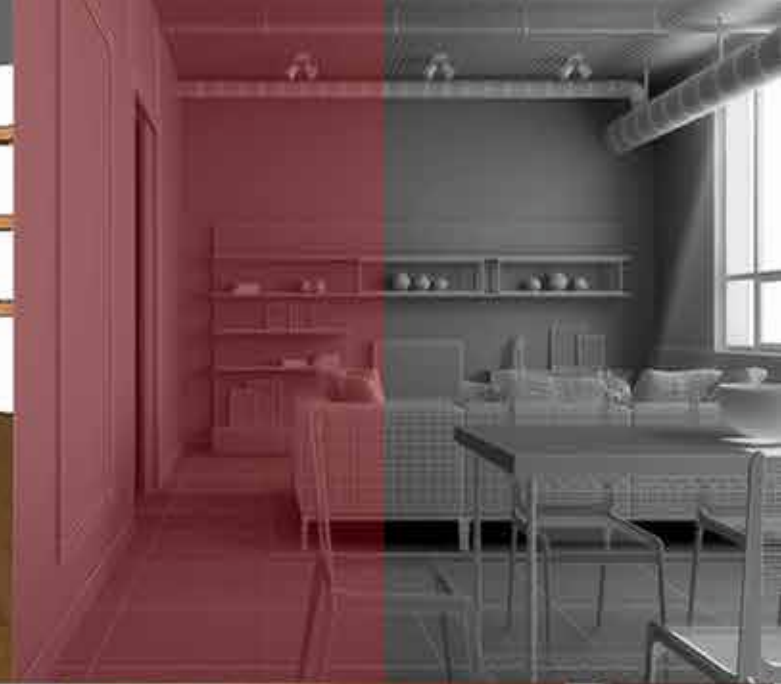
The Space Design of temporary duration has an important purpose to promote and communicate the strengths of the represented company. Hence it will be imperative that the program exposes the learners to graphic communication development, branding, brand image representation, along with developing Innovative concepts yet approach design in a practical manner. Importance of Lighting design along with the sense of Sound, Film and Media in set design will be imparted. Post 1.5 years will be a period of hands-on real -life projects, with devoted time for 4 varied projects: exhibition design; event design, set design and a self-initiated temporary space design project.



CAREER OPPORTUNITIES

The graduate from this program can find a career as a Designer & stylist for Exhibitions, Events, Set designs and art directors for films, theatres, TV and Concerts.





WALLPAPER 3 ON THE WALL ADJACENT TO THE SOFA WALL

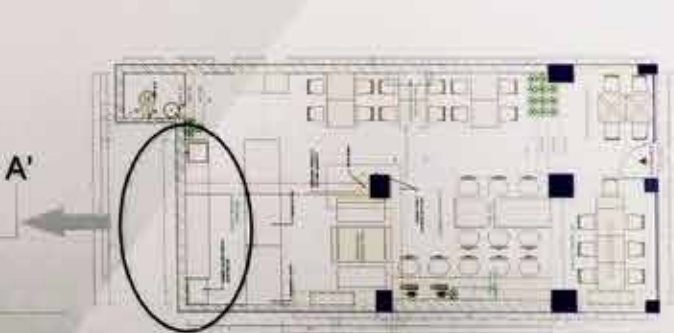
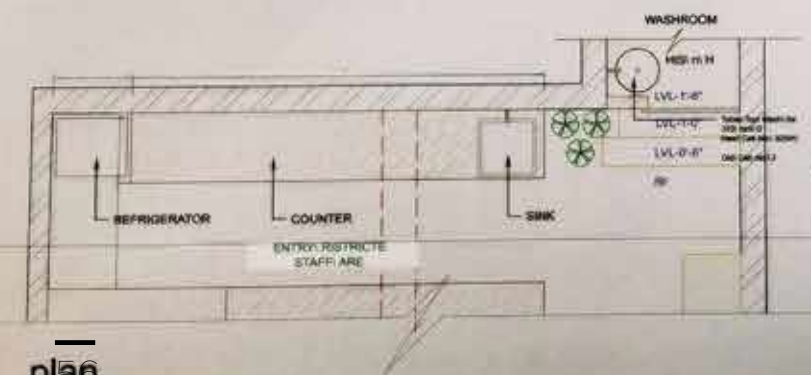
FALSE WOODEN JAALI PARTITION ADORNING THE WALL



ALCOVE PLAN

elevation

3-D image



WOODEN FALSE CEILING WITH CENTRAL CIRCULAR LIGHT FIXTURE

BROWN COLOURED WOODEN LAMINATE FINISH PANE:L

METAL JAALI PATTERN ON THE WOODEN LAMINAT FINISH PANEL

LEATHERITE FABRIC FINISH SOFA

ORIENTAL CARPET ON THE FLOOR

The background is a vibrant magenta color. It features a complex network of thin white lines connecting various sized dots, some of which are white and others are dark purple or green. Overlaid on this network are several large, wireframe-style geometric shapes that resemble faceted gemstones or crystals, rendered in a slightly darker shade of magenta. The overall aesthetic is modern, technical, and artistic.

JEWELLERY DESIGN

JEWELLERY DESIGN



Jewellery always has been an ongoing dialogue between the user and the observer. In ancient times it was a communication of hierarchy in the society while in today's modern worlds it depicts a personal statement as well as an expression of self.

The consumer driven society in today's world is expanding rapidly with the increase in wealth in many upcoming nations. The demand for new, innovative product in all aspects of life becomes greater. Henceforth, jewellery is central to the consumer appetite for unique lifestyle accessories.

Contemporary jewellery design is pushing the boundaries of new creative jewellery design by radically questioning and examining the whole notion of decorative adornment, thus encouraging students to generate new and innovative contemporary jewellery design.

KEY STRENGTHS

Material based learning

Emphasis on technical skill-based inputs and material application with hands on Design

Practical client-based design projects

CAD modules like 3Ds max

Experienced Faculty

Exposure to industry through industry interface

Costing and weight estimation of precious jewellery

Jewellery CAD CAM knowledge & practice

In-house Workshop and Gemmology Lab

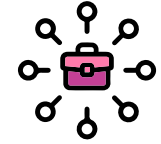
Emphasis on business and commercial market knowledge with technical understanding

Exposure to jewellery businesses and case studies

Practical inputs on starting an enterprise

Practical and job-oriented program

Workshop on Enamelling



INDUSTRY ASSOCIATES

PC Jewellers / Mine of Design / Swarovski / Gitanjali / Mirari / Tarash / D'damas / EuroGold/ Krishna Beads/ Art Gold/ JD Jewellers / HG Jewels

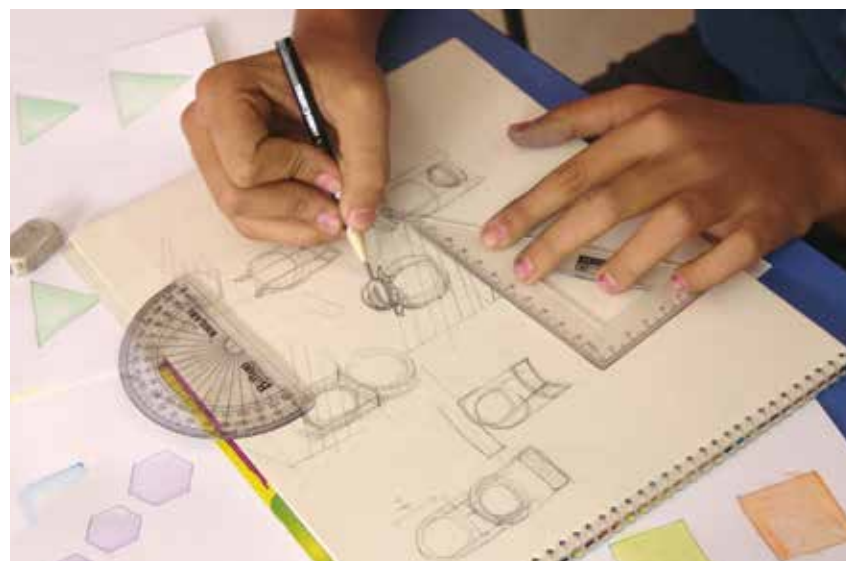


Programs Offered:

- ◆ Jewellery Design
- ◆ Jewellery Design & Business

JEWELLERY DESIGN PROGRAM

DURATION - 3 YEARS



PROGRAM OVERVIEW

The three yrs. B.Sc. in Jewellery Design is affiliated to CCSU (Chaudhary Charan Singh) University. This program in Jewellery Design is a comprehensive program aimed at training students aspiring to be jewellery professional in three major areas- Design, Technology and Business.

This program introduces the student to basic workshop skills and techniques that are required for technical competence and material expression. It would highlight the relevance of a piece of jewellery on the silhouette and its movements. It will cover specific technical inputs in Gemstones identification, Jewellery making Techniques and Manufacturing process. The curriculum covers basis to enter the industry of precious/semi-precious/costume jewellery through Industry Interface that is in-built, within the program. Internships and placements are provided at the end of the program.

PROGRAM CONTENT

Learning takes place by understanding the subject knowledge through theory and practical applications, live industry projects, market visits and surveys and Master Classes for specific programs.

SYLLABUS

YEAR 1

It covers the introductory modules to build skills and conceptual understanding of jewellery design, like drawing, 3D sketching, rendering and illustration using different colour medium and material exploration to shape simple forms. Alongside student will gain knowledge of essential components that make up the jewellery, History of Jewellery, Art and Design and Gemmology. At the end of the year, the Design Process which will enable students to design from a brief will culminate as a project

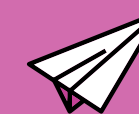
along with CAD software like Photoshop & Corel Draw.

YEAR 2

It emphasizes on technical learning and application of design and sampling with jewellery material. They will learn Orthographic Views, Weight Approximation and Cost Estimation for precious jewellery. The project in year 2 will be individual, self- initiated, consumer focused design brief to enable better understanding of how the market works. Jewellery manufacturing processes will be explored through industry visits and students start to use jewellery designing software such as Matrix.

YEAR 3- FINAL YEAR

This year is industry oriented, where semester and graduation projects, industry exposure through internship and industry interface takes place. The students will also understand mass production and the processes used for the same.



CAREER OPPORTUNITIES

Students can find opportunities as Precious Jewellery Designer, Merchandisers and Stylist. Students with interest in technical areas can work as Diamond Graders and Gemmologists.

SPECIAL FEATURES

- Focus on Enterprise as a career (The final year dedicated to setting up and building an enterprise)
- International Study tour to Bangkok Jewellery Fair
- Visit to Domestic Fairs: India International Jewellery Show, Jaipur Jewellery Show, United Business Media show.

CCSU Degree - B.Sc in
Jewellery Design &
3 Yrs. DIA Diploma

JEWELLERY DESIGN AND BUSINESS PROGRAM

DURATION - 2 YEARS



PROGRAM OVERVIEW

This is a core Jewellery program designed for students interested in taking up career in the jewellery industry as a merchandiser, buyer, retail manager and Visual merchandiser. This program would also be an extended study for jewellery designers who have undertaken a short duration jewellery design program and would be keen to build up knowledge of the business and commercial understanding of the industry.

PROGRAM CONTENT

Teaching and Learning will take place by understanding the subject knowledge through theory and its practical applications, live industry projects, market visits, surveys and Master Classes by experts from the field.

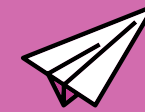
SYLLABUS

YEAR 1

It sets the foundation with understanding of jewellery segments, the basic working of Jewellery Industry, introduction to design, precious, semi-precious and costume jewellery material, sourcing and technique resources, stages of Product Development and business basics for jewellery industry in terms of marketing and Merchandising.

YEAR 2

This has an advance study of the jewellery market, retailing in the domestic, regional areas nationally and an understanding of jewellery international market including trade and business promotions. The students learn about branding, trends, visual merchandising and new developments in the jewellery industry, go through case-studies of prominent Jewellery brands, and understand exports, retail and Entrepreneurship in jewellery. The learning is further enhanced with industry interface, expert talks, internship and exposure to the niche luxury jewellery segment.



CAREER OPPORTUNITIES

After completing the program, candidates can explore opportunities in various segments of Jewellery industry as Merchandisers, Business Developers, Managers in jewellery retail, Visual Merchandisers, Buyers, Production Managers or start their own enterprise.

SPECIAL FEATURES

Focus on Enterprise as a career (The final year dedicated to setting up and building an enterprise)

Visit to Domestic Fairs: India International Jewellery Show, Jaipur Jewellery Show, United Business Media show



COMMUNICATION DESIGN



COMMUNICATION DESIGN



The opportunities for animation and graphic designers today are phenomenal, especially in India where the multimedia industry has quickly tripled in size from Rs 35,000 cr to about Rs 84,000 cr per annum.

Interactive Animation and Graphics Industry
The phenomenal growth in this industry is attributing to the rising income levels in India and consumerism combined with technological advancement. The Indian media and entertainment (M&E) industry is one of the fastest growing industries in the country. Its various segments—film, television, advertising, print media, music and digital among others—has witnessed tremendous growth in the last few years. The Indian **Media & Entertainment** Industry grew by 11 per cent, according to a report by the Federation of Indian Chambers of Commerce and Industry (FICCI) and research firm KPMG.

We strive to go beyond the standard expectations of curriculum and provide something that adds value to the programme. To emphasize on learning by experimenting we at DIA we aim to bridge the gap between academics and Industry. We achieve this by bringing the industry and their outlook along with their professionalism closer to our students.

KEY STRENGTHS

Affiliated to a UGC recognized university

One of the top design colleges in NCR. The only college to have core education in Communication design.

Faculty with industry rich experience

An integrated approach towards creative applications through theoretical classes and practical trainings

Industry Interactions along with Industry Integrated Projects

High-end multimedia labs - Windows & iMac workstations

Participation in national short movie making competition

Participation in national and international graphic designing competition

Workshop on Game Design (by Rockstar Games, Bangalore)

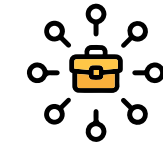
Motion Graphics workshop (by Anurag Sharma, Chief motion graphic artist, network 18)

Workshop on Interactive Animation in Flash

Workshop on 3d Game Modelling (by Mr. Tajinderjeet Singh, Director TX lab)

Workshop on Video Editing and VFX

Set design workshop



INDUSTRY ASSOCIATES

CNN / IBN / 3d Artist with Mobil Game / Rockstar Games (Bangalore) / Equilibrium Films, Delhi / Home Shop 18 / Arun Design Studio, Noida / V SPARK Communication Dexture Communications/ Neo sports / Bezan Design/ TV network 18/Backyard Games



Programs Offered:

- ◆ Graphics & Branding
- ◆ 3D Animation & Gaming





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GRAPHICS & BRANDING PROGRAM

DURATION - 4 YEARS

PROGRAM OVERVIEW

The 4 yrs. Degree program focusing on Graphics & Branding, takes into account the impact of creative graphics on brand image and branding. Visual communication including graphics is considered to be a fast-developing field due to advent of technology and better understanding of what communication means in larger context of the varied sociological setup. The program mainly focuses on relationship between colors, typography, layout and the creation of brand identity by developing a visual style that aligns with the brand and helps in brand promotion. Broadly speaking the student goes through research, conceptualization, design and production to come out with an identity of a brand that is eye catching, engaging and effective.

CCSU Degree in BFA
Applied Arts & DIA
Diploma

PROGRAM CONTENT

Students learn and understand communication design specifically visual communication through lectures and discussions, observation, practice and application. They get an insight into the communication brief through research analysis, surveys, master classes, presentations and workshops. At advance level the Design Pedagogy focuses on learning through real life experience and projects as in the Industry internship and professional projects. They get exposure to nuances of communication, industry and new technology at international fairs, seminars and through institutional affiliations.

SYLLABUS

YEAR 1

It covers the foundation level where students learn Drawing, Painting, Fundamentals of visual art, Contemporary Art, Design Theory to enable students to begin to express their design ideas, use the design language. They begin to understand design concepts in the Elements & Principles of Design, Colour and learn to apply these to visual compositions. In the latter part of the year, learners are introduced to computers and digital softwares like Adobe Photoshop.

YEAR 2

Students learn Design process & basic visual communication skills, using images and develop visual graphics from this information. The process of visualization is sharpened and refined further as they move on to develop brand identity and promotional material for a company, banners for print media, digital platforms and social media.

YEAR 3

Mainly focuses on Advertising Campaign, where students will learn to design and develop content for a mini ad campaign of any brand including brand graphics (print & social media), website interface etc. The process enables them to visualize and find creative solutions for a communication target and resolve problems in communication as well as technology. They will undergo internship in their selected area of interest for a period of 8 weeks.

YEAR 4

Students are given advanced inputs in visual and content design for Advertising Campaign. Students learn Interactive media, appreciate film & video techniques and its applications, industry practices. They learn how to apply experience of the Industry Interface and adapt to the professional scenario. In the last 6 students are engaged in projects which showcase their strengths in the area of Graphics and Branding.



CAREER OPPORTUNITIES

The Communication Design program prepares students to pursue careers as Graphic Designer, Website developer, Creative Art directors, Digital artist, Visualizer, Motion Graphic Designer in print media, advertising companies and digital media.

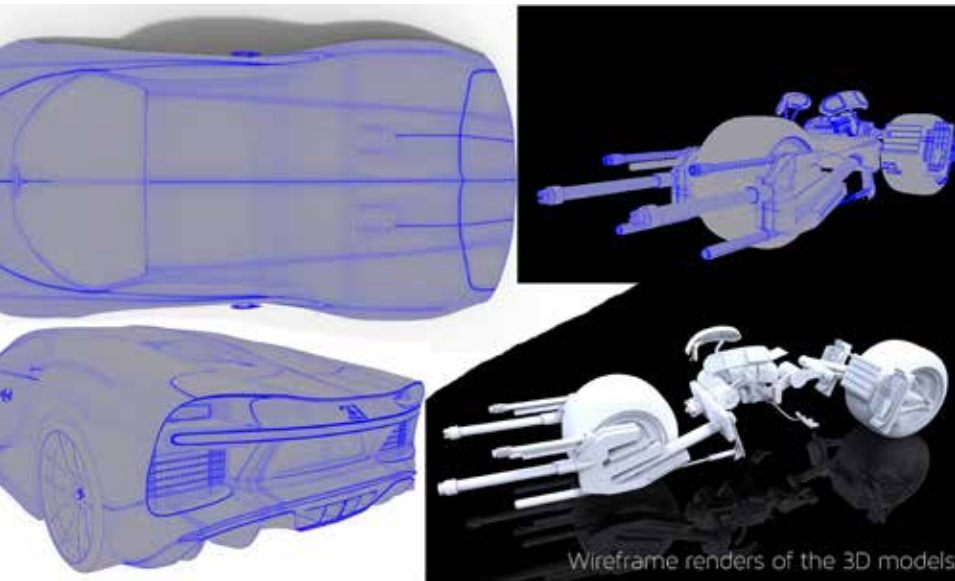


SPECIAL FEATURES

- ◆ Digital and Print Real Time Project
- ◆ Visit to India Gaming show
- ◆ Visit GAVX & Kyoorius

3D ANIMATION & GAMING PROGRAM

DURATION - 2 YEARS



PROGRAM OVERVIEW

Diploma in 3D Game Design & Animation is a comprehensive program that covers creating game art & integration of game assets. Students gain in-depth knowledge of the game art processes and learn to create assets and models that can be utilized in games. Over a period, focus shifts on creating assets in a particular and specific style that will be in accordance with art & aesthetic requirements of the game.

Different types of art assets such as Characters, Vehicles, Environment are included at the end of the program as part of the portfolio.

PROGRAM CONTENT

With Art & Design and Game play, being a key source of

this program, the learner is introduced to theory concepts and processes followed by more practical and hands on experiences, which helps to understand small details of Game Design.

The entire curriculum of Games Design is taught both in a digital & manual format. Live class room projects cover the visualization & development of the game assets. After initial development, digital tools such as Photoshop, 3ds Max, Maya are used to create the assets.

SYLLABUS

The curriculum and standards of the program starts with a strong foundation of art and moves towards the high-end technology to match the requirements of the production houses.

YEAR 1

Covers the introductory modules such as Pre-Production modules including Drawing & sketching of human forms, rendering, Perspective drawing, Landscape etc. which will

enable development of basic set-up.

The Storyboard module, Character design & props design assign details and technicalities to these important features.

Game development pipeline builds and expands the strategic planning and features of the game. The latter part of the year focuses on digitalization, where students are introduced to software like Photoshop, digital asset creation, asset management & learning on digital tools like, 3Ds Max, Maya & Mudbox.

YEAR 2

Second year focuses on Production modules such as, Modelling (Character/ Environment/Props), Shading & Texturing for game sets, Fundamentals of Digital Sculpting, Lighting & Rendering, Rigging & Animation (Objects, Props, Character). Specialization in the one of following areas: 3D Modelling, Texturing & Lighting, Rigging & Animation, is an integral part of second year.



CAREER OPPORTUNITIES

After this program students can explore career options as Art Directors, Modelers, Texturing & Lighting Artist, Character Animator, Visualizer, Production Coordinator, in Gaming Studios & Animation Production houses.



SPECIAL FEATURES

- ◆ Digital and Print Real Time Project
- ◆ Visit GAVX, Kyoorius and India Gaming show



FASHION DESIGN

FASHION DESIGN

PROGRAM OVERVIEW

One of IMS-DIA's original degree programs—has been preparing students for success at every level, from haute couture to ready-to-wear to mass market. First, our close ties to the industry let us immerse you in what's happening now in this fast - changing field. And our own brand of fashion education nurtures your creativity while providing a rigorous grounding in the practical and technical skills needed for career success, exposing you to the real

demands and practices of the fashion world.

You'll learn the fundamentals of professional draping, pattern making, and sewing techniques. You'll master computer-aided design (CAD), and learn how to take a design from concept to finished garment. This singular program guides you to become not only a designer with your own creative vision, but a professional prepared to take your place in this challenging industry.

KEY STRENGTHS

100% placements assistance

Collaborative Visual Merchandising project with Interior Design Memberships of Fashion Design Council of India (FDCI), International - Federation of Fashion Technology Institutes (IFFTI)

Industry visits for real- time exposure

Master classes by experts

Million Dollar Idea Club Membership

Career mentorship

Participation in Design competitions

Participation in fashion shows

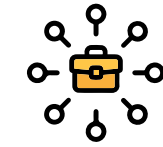
Inter college competitions /Fests

State-of-art m/cs and well-equipped labs

Training workshops to develop professional skills

Visits to exhibitions and market to gain better understanding of fashion industry

Experienced faculty mentors



INDUSTRY ASSOCIATES

Shantanu & Nikhil / Rimzim Dadu / Ankur & Priyanka Modi / Namrata Joshipura / Samanth Chauhan/ Priyam / Priyal Prakash, Sailex/ Manish Tripathi / Surkhab by Shilpi Gupta GAP / Orient craft/ Arvind mills/ Scarlett India/ Shahi export/ Impulse/ Sawhney Global Creation



FASHION DESIGN PROGRAM

DURATION - 4 YEARS

PROGRAM OVERVIEW

The four years B.F.A. in Fashion Design is affiliated to CCSU (Chaudhary Charan Singh University).

INNOVATION IS THE KEY TO SUCCESS!

This is what Fashion Design at IMS-DIA aims at through the 4-yrs. degree program in BFA- Fashion Design. The program is open to all students who are interested to develop their creative skills & aesthetic sensibilities through the medium of clothing & textiles. The program nurtures the design potential of students, train them in technicalities of the craft of Fashion Design so as to graduate into the fashion profession seamlessly. The fashion industry offers designers opportunities in Fashion Designer labels, r-t-w brands, Indian wear brands, export industry, as designers, merchandisers, stylist, technical experts to create fashion and textiles collections.

PROGRAM CONTENT

Students will learn and understand design through, lectures and discussions, observation, practice and application. They will get an insight into the needs of industry through market visits, surveys, master classes, presentations and workshops. At higher levels the Design Pedagogy will focus on learning through real life experience and projects as in the Industry internship and professional briefed projects. They will get exposure to fashion market at international trade fairs and through institutional affiliations. Fashion Designer labels, r-t-w brands, Indian wear brands, export industry, as designers, merchandisers, stylist, technical experts to create fashion and textiles collections.





SYLLABUS

YEAR 1

The first year sets a foundation for the students, which is a turn-around year for most learners. This phase prepares the students to learn Design by first helping them to unlearn many norms of learning and introduces design through conceptual and skill development. This is the phase where abstract concepts are understood, and visual and cognitive skills are initiated. This enables the learner to identify their potential skills and areas that need improvement. Basic design modules include Elements & Principles of Design, Drawing & Sketching, Painting, Design Process,

YEAR 2

Students are introduced to fundamentals of Fashion Design along with technical understanding. Modules such as Fashion Theory & Process, Illustration, Pattern Making & Garment construction, Fashion Communication & CAD, Textiles Study & History of Western Art forms the basis of Design.

The FD program at DIA focuses on laying a strong foundation in technicalities such as Pattern making, Sewing and Draping. This is learnt and mastered through hands-on practical which will be the most valued skill to transform design ideas into garments.

YEAR 3

It consists of advance Fashion Theory, History of Far East Art, Fashion technical learning such as PM, GC & Draping, Fashion Illustration, Fabric Manipulation, CAD, Fashion Business, culminating into Internship. The output of Fashion projects is Menswear pret and couture and Indian wear.

YEAR 4

This year focuses on Apparel Production, Creative Pattern Making & Grading, developing CAD Portfolio and designing a fashion collection for the Graduation Project. The final collection is displayed at a FASHION event which will be an opportunity to plan and execute the ideas of students so as to prepare them for the fashion industry.

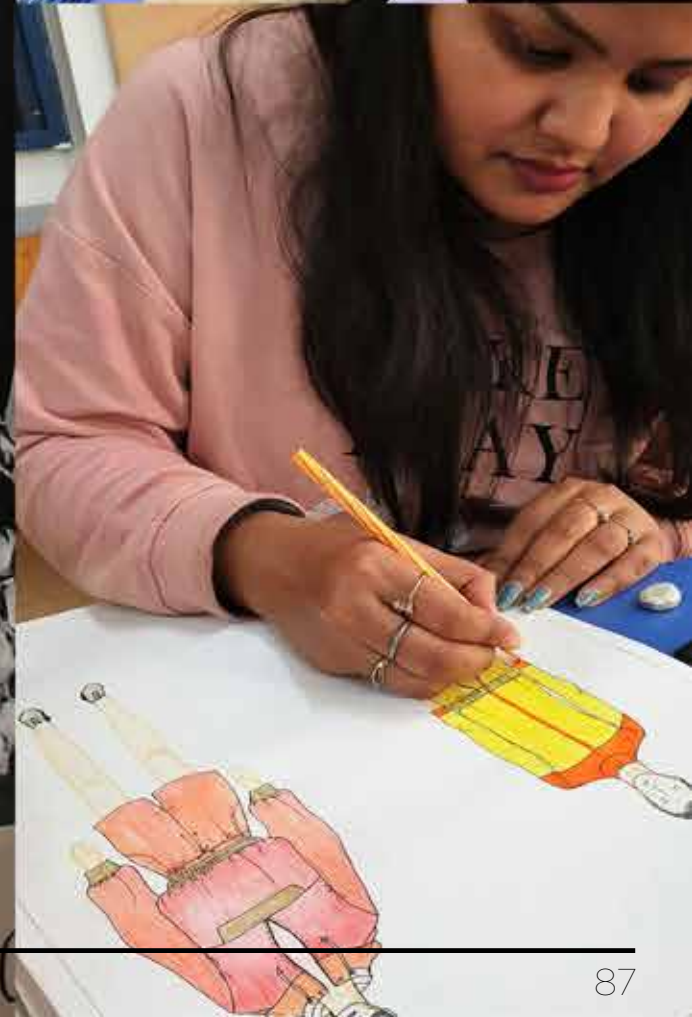


CAREER OPPORTUNITIES

Graduates will find career opportunities as fashion designer for womenswear, menswear, Indian wear, and Kids wear; as merchandisers, product developers, design samplers, buyers, graphic designer and stylist in design brands, export, retail, craft and domestic fashion brands. Students who are interested in striking out on their own, will be well qualified to start their enterprise.

SPECIAL FEATURES

- ◆ Participate in Fashion Design Council of India (FDCI), fashion week as student volunteers.
- ◆ Visit to trade fair India International Garment Fair (IIGF).
- ◆ Visit to NGF (National Garment Fair) organized by Clothing Manufacturers Association of India.
- ◆ Collaborative real time project on Visual merchandising with Interior Design Department.



TEXTILES FOR FASHION PROGRAM

DURATION - 2 YEARS



PROGRAM OVERVIEW

The two years diploma course in Fashion Textile Design focuses on creating professionals with proficiency in textiles applicability in fashion industry. This program provides training in usage of suitable textiles for various fashion garments such as womenswear, menswear, kids wear, ethnic wear etc. The course provides exposure of textiles manufacturing and the apparel industry in detailed manner.

Textile studies include techniques and processes like textile science, surface designing, weaving, knitting, embroideries, yarn craft and print design, whereas Fashion studies cover the garment construction technology along with fashion and art studies.

PROGRAM CONTENT

Students learn and understand textile design through lectures and discussions, observation, practice and application. They will get an insight into the needs of industry through market visits, surveys, master classes, presentations and workshops. At advanced level the Design Pedagogy will focus on learning through real life experience and projects such as in the Industry internship and professional briefed projects. They get exposure to textile & fashion market at international trade fairs and through institutional affiliations.

SYLLABUS

YEAR 1

The first year of The design development process begins with nature & object drawing, elements of design, colour study, textile science, CAD, history of Indian textiles and craft, introduction to Textiles & Fashion industry. The design development process begins with nature & object drawing, elements of design, colour study, textile science, CAD, history of Indian textiles and craft, introduction to Textiles & Fashion industry. Students learn design development and technical skills with hands-on practice and material application for creative innovation and design realization.

YEAR 2

In second year, students incorporate multiple skills and techniques for creating designs for textiles, trends and applications along with a range of advanced knowledge of the subjects that allow students to apply innovative ideas to the product brief. Exposure to industry through visits to textiles, made-ups and garment factories, interactions with experts, visits to national trade fairs provide understanding of the commerce and business aspects of textiles. All projects are hands-on practical work undertaken by students individually or in groups. The series of projects will enable students to explore the main textile techniques such as weaving, printing, dyeing, surface ornamentation and finishes.



CAREER OPPORTUNITIES

Graduates will find career opportunities as textile designer for fashion apparel and home interior made-ups; as textile & fashion merchandisers, product developers, fabric / design samplers, buyers, print & embroidery designer and stylist in home life style brands, export, retail, craft and domestic fashion brands. Students who want to strike out on their own are well qualified to start their own enterprise.

SPECIAL FEATURES

- ◆ Participate in Fashion Design Council of India (FDCI), fashion week as student volunteers
- ◆ Visit to trade fair India International Garment Fair (IIGF).
- ◆ Visit to NGF (National Garment Fair) organized by Clothing Manufacturers Association of India







STUDY SUPPORT

INFRASTRUCTURE

HALL OF FAME

IMS-DIA recently inaugurated the “Hall of Fame” a state-of-the-art auditorium with all the paraphernalia required to hold events especially in-house fashion shows including a ramp, light and music apparatus.



INTERNET FACILITIES

High-speed internet access round the clock on a fully wi-fi ready campus.



DIA SHOP

IMS-DIA propagates learning through actions and for the same IMS-DIA premise has a retail outlet where the best performing students display their products for sale. The students are given opportunity to have a first hands experience of the retail industry. The products are selectively curated by the senior faculty team.



LIBRARY

IMS-DIA library is an expansive source for research and is one of the best in the country. This library is fully air-conditioned and well stocked with books, journals and numerous magazine subscription. It functions as a resource centre to provide knowledge to the most seeking.



DIGITAL LIBRARY

IMS-DIA library is an expansive source for research. This facility has several audio and video material as well as subscription to increasingly popular and important online magazine for trend spotting and the latest in technology. The library provides access to WGSN & other online e-learning portals to keep the students updated.



FASHION DESIGN

- Garment Construction and Pattern making Lab equipped with Juki Machines as per industry standards
- Design Studio is equipped with dress forms needed as per industry standards
- Photography Lab equipped with latest equipment
- Computer Lab equipped with latest technology, HP workstations, iMacs and softwares Corel Draw, Adobe Illustrator, Adobe Photoshop



LABORATORIES, WORKSHOPS & SEMINARS

IMS-DIA plays a significant role in spreading awareness of design through various workshops and seminars delivered at school and other campuses. The Academy opens its door for everyone to come and experience the world of design. The event brings together few workshops on design by professionals from the field, a fashion show and an exhibit of budding designers work at IMS-DIA.



INTERIOR DESIGN

- Interior Resource Centre, equipped with a library of brochures of all the construction & Interior materials & Carpentry tools like Wood & Metal Drilling machines, Finishing & Surface Grinders, Table saws, Jigsaws & Planers. etc
- Computer Labs, Equipped with latest technology, HP Workstation, iMac 7 machine and Softwares like AutoCAD, Photoshop, Corel DRAW, Autodesk 3ds Max 2018



JEWELLERY DESIGN

- Metal Statesmanship Workshop, Well equipped with tools and Machinery
- Clay Modelling and Clay Baking facility
- Laboratories equipped with necessary seating and display arrangements
- Gemmology Lab, equipped with Day light Lamps, Microscopes, Spectroscope, Refracto-meter
- Computer Labs, equipped with latest technology, HP Workstation, iMac 7 machine and software Rhino and Matrix 8, Adobe Suite, Corel Draw



COMMUNICATION DESIGN

- Multimedia Lab has a dedicated server-based workstation set up to 3d and 2d animation software
- Newly Constructed Communication Design Department -Dedicated labs with iMacs for student to practice
- Inbuilt projector in classrooms
- Computer Labs, equipped with latest technology, 15 HP workstations, iMac 7 and software's Autodesk 3ds Max 2018, Autodesk Maya, Adobe creative suite, FCP, CorelDraw
- The labs are powerful and well equipped enough to make 3d or 2d short films too





STUDENT LIFE

FINDING US | LIVING HERE

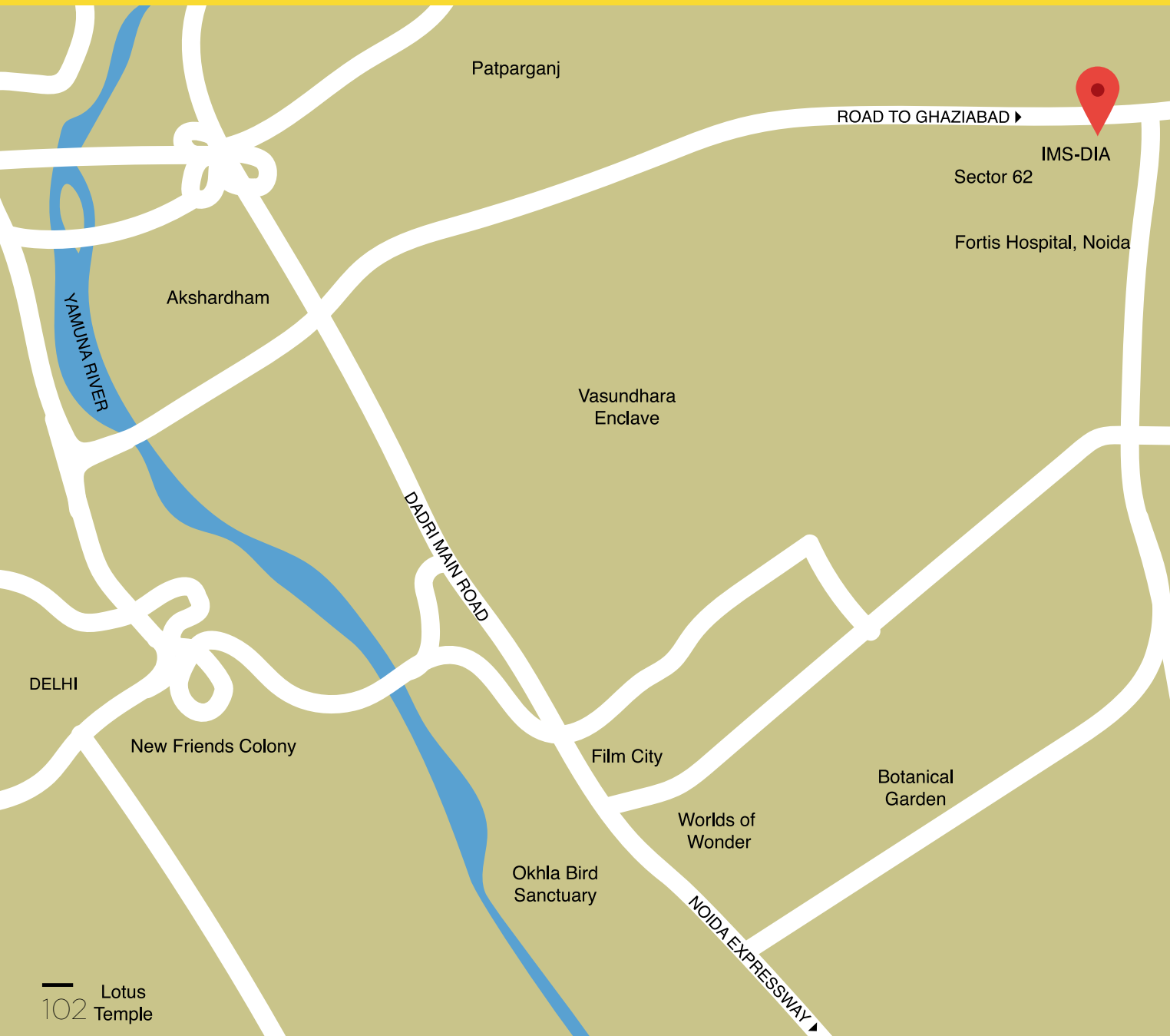
MOVING IN | PLACES TO VISIT - NCR

INDUSTRY & EXHIBITION VISITS

EVENTS | NON-ACADEMIC CLUBS

PLACES TO VISIT

IN DELHI-NCR



As a satellite city of Delhi, Noida is located in Gautam Buddh Nagar district of Uttar Pradesh. Almost 25 kilometres (16 mi) southeast of New Delhi, it comes under a catchment area of the Yamuna River, and the area is where the old river bed used to be. Each year, the city draws a large number of foreign investors at the IT zones. A wide variety of BPOs, banking, automobile and insurance companies are set up here. It is also a hotspot for educational institutions and universities.

NOIDA

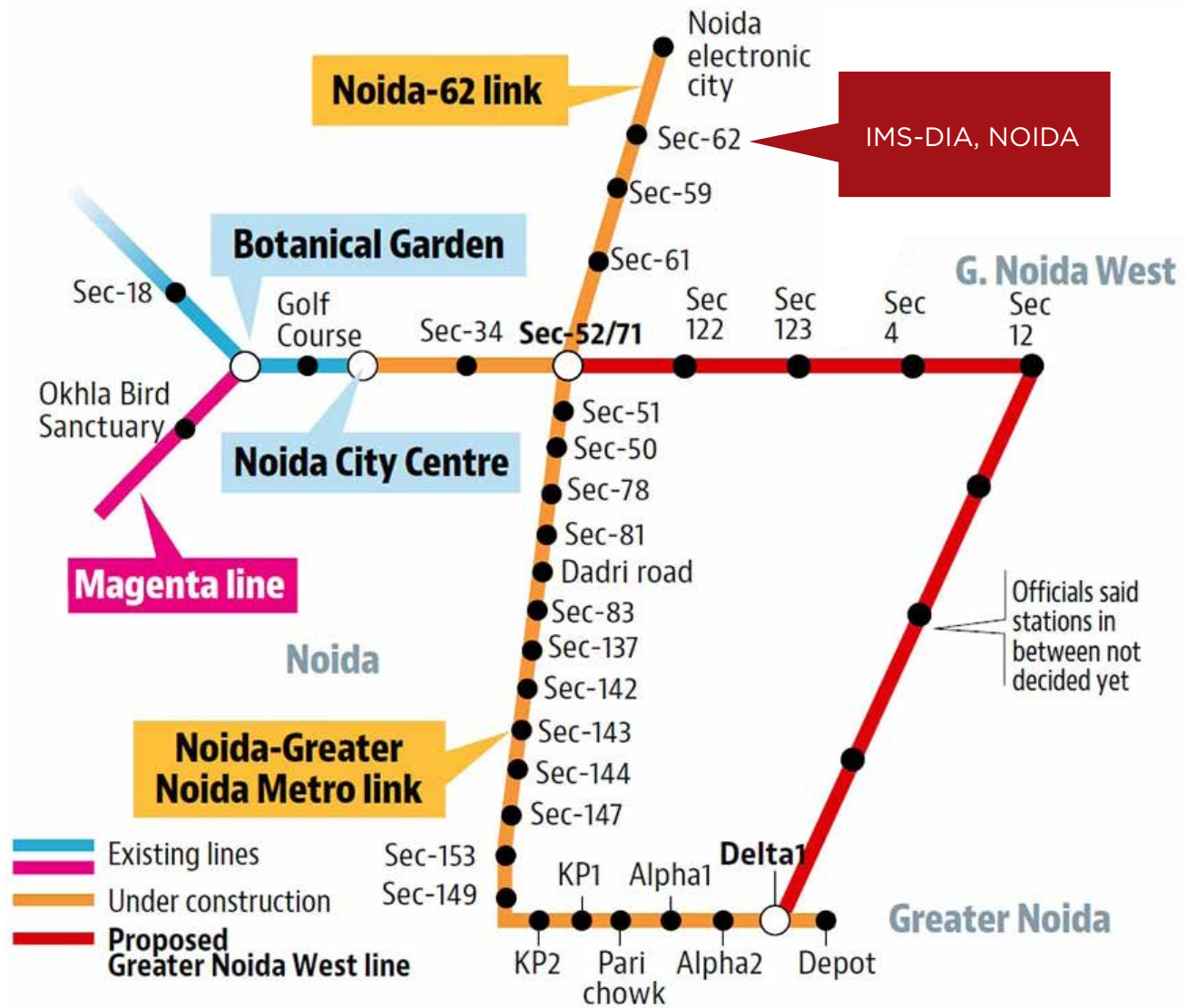
- Shilpi Haat
- Botanical Garden
- Kiran Nadar Museum Of Art
- Stellar Children's Museum
- World Of Wonder
- Mall Of India
- Great India Place Mall
- Film City
- Rashtriya Prerna Sthal
- Okhla Bird Sanctuary
- Akshardham Temple
- Buddh International Circuit
- Canvas Laugh Club, Dlf Mall

DELHI

- Madame Tussauds, CP
- Shankar's International Doll Museum
- National Museum
- Dilli Haat, INA
- National Handicrafts Museum
- National Science Museum
- Railway Museum
- Lodhi Art District



METRO CONNECTIVITY



LIVING HERE

IMS DIA- Initiatives

Extra-curricular activities are an important aspect of students' learning curve. Among various other qualities it fosters team spirit, team management, learning by doing and exploration of one's own potential. It empowers students by giving them various opportunities to showcase their talent and enhances their confidence and presentation skills. Event and activities are opportunities for students to take on leadership roles, work in teams and enhance their net-working skills. Some of the activities organized every year are: Teacher's Day, Navratri Garba, Start-up Bazaar, welcome party to new students as well as Farewell party to graduating students, Open House by departments, Holi celebration and Women's Day.

ART HOUSE WORKSHOP

Art House, an initiative of IMS-DIA, is one of the many series of Design and Art workshops planned for 2020-21. These workshops will introduce and strengthen understanding of Design & Art for young aspirants who are keen to try their hand at creative product development besides refining their thinking ability. The workshops are led by faculty at IMS-DIA (Design & Innovation Academy), with workshops in - Mask making, Costume Jewellery Design, Calligraphy, Doodling, Sustainable building structures, Toy design, Photography amongst many others.



WORKSHOPS AIM:

- Hands on learning with fun
- Be exposed to out-of-box thinking and concept creation
- Represent concept on paper before creation
- Playing with colours and forming colour combinations according to the concept
- Exploring different ways of material handling
- Improve hand skills and logical thinking

SPORTS & CULTURE CLUBS

IMS-DIA aims at all round personality development of the students and thus the sports club with playgrounds for volley ball, football, table tennis and boxing, was established with an aim to encourage students to be active and consciously lead a healthy life-style. Students inclined towards artistic pursuits can enrol in the cultural club that houses Dance, Drama, Music and Theatre.



RADIO SALAAM NAMASTE

Salaam Namaste Community Radio (A Unit of Institute of Management Studies, Noida) is the first Community Radio of Noida and Ghaziabad which aims at bringing the Voice of the Voiceless, and Radio programmes on Education, Social Issues, Women Empowerment, Youth, Health, Art and Culture. Salaam Namaste won the National Community Radio Award in the year 2016, given by Ministry of Information & Broadcasting (MIB), Government of India for its innovative Radio Program "Chakh De Chotu". The award was given by Hon'ble Minister of Information & Broadcasting, Shri Arun Jaitley and Col. Raghavendra Rathore. Academicians from IMS-DIA, bring an informative radio program "Design Talkies", about career options in the field of Design and Fashion. This radio program also brings discussions and information about new trends, changing pattern, career tips and opportunities for budding designers.

MOVING IN GIRLS HOSTEL

Finding the right type of accommodation can be just as important as choosing the right program. We aim to ensure that all our students have access to well-priced, good quality accommodation in college-managed housing.

IMS-DIA is one of the few design colleges which provide safe and secure girls accommodation on campus. Our hostel facilities are one of the biggest advantages a student can have, and the atmosphere is homely and lively with spacious and well-lit and well-ventilated rooms. The management continuously strives to provide the best care, security and a healthy environment



W-FI ACCESS



24*7 SECURITY



POWER BACKUP



MEDICAL CARE



HOSTEL WARDEN



HEALTHY FOOD



LAUNDRY SERVICE



HOUSE KEEPING



COURIER SERVICE



PICK AND DROP
FACILITY



CAMPUS - PLACE OF LEARNING



IMS-DIA is an exclusive campus where we strive to create a safe, secure and a place for fun-filled learning.



Our lecture halls are spacious, well equipped with learning aids to facilitate and encourage the student's education and development. We not only have a big well-equipped seminar hall for internal use but also a state-of-the-art auditorium with a stage, ramp and high-quality sound system where we hold seminars, conferences, workshops and even film screenings for students.

Our library is well stocked with books, Journals and magazines and functions as a resource centre to provide knowledge to the most seeking.

IMS-DIA computer labs are modern and outfitted with current technology and designing software's.

We have our own cafeteria and plenty of parking.

The campus is kept clean and landscaped with artistic installations and strategically placed design pieces along with a staff which is helpful, cooperative and knowledgeable.

INDUSTRY VISITS



22 | 23 | 24 | 25 FEBRUARY, 2019
NSIC Exhibition Complex, Okhla, New Delhi.
HALL - A



EVENTS AT IMS DIA



PAINT YOUR SHOE COMPETITION

Only for IMS DIA Students

PRIZES
 1st ₹ 2000
 2nd ₹ 1500
 3rd ₹ 1000
 Consolation prizes ₹ 500 each

Note: Participant needs to bring their own shoe and painting material
 Preferred painting medium - Acrylic and fabric colour
 Date: Friday, 26th July 2019
 Time: 10 AM Onwards
 Venue: DIA CAMPUS

Students are requested to register with Ms. Deepshikha (Librarian DIA)

THINK DESIGN

ENVISION 2

IMS design & innovation academy
 strategic design conclave & convocation 13th Jan. 2018

10 AM onwards | IMS- Design and Innovation Academy
 A-88, DIA building, Sector- 62, Noida (U.P.), India
 Limited Seating | It's free entry so to block your seats contact 0120-4097100 / 7834912323

IMS design & innovation academy
 DREAM DARE DESIGN

FUN + CREATIVE + EXOTIC

On occasion of INTERNATIONAL WOMEN'S DAY, IMS DIA presents a workshop on COSTUME JEWELLERY.
"CELEBRATING WOMANHOOD"

07 MARCH 2019 THURSDAY
 TIMING - 9.00 AM TO 12.30 PM
 WHATSAPP NO.- 9654105673 [free entry]

VENUE
 A-88, DIA BUILDING, IMS CAMPUS, SECTOR-62, NOIDA-201301 (U.P., INDIA)
 PH. NO. : +91-120-4097100, email : arthouse@diaindia.co.in | www.diaindia.co.in

IMS design & innovation academy
 Dream.Dare.Design.

Participate in all India Design Contest

DESIGNOPEDIA

Date: 4th May 2019
 Eligibility: Student between 18-20 years

Fashion design | Interior Design | Communication Design | Jewellery Design | Fine Arts

PRIZES

- 1st Prize: Rs.10,000/- each + 100% Scholarship for DIA Course of Worth Rs. 8 Lacs
- 2nd Prize: Rs.6,000/- each + 50% Scholarship for DIA Course of Worth Rs. 4 Lacs + International 5 Day Trip
- 3rd Prize: Rs.3,000/- each + 25% Scholarship for DIA Course of Worth Rs. 2 Lacs + 3 Day National Trip

ims noida
 RECOGNISED BY UGC
 GRADE 'A' INSTITUTE BY UGC-NAAC

Announces AIJET

ALL INDIA JOINT ENTRANCE TEST 2019

DATE: 5th MAY 2019
 TIME: 09:30AM to 12:30PM

MANAGEMENT: BBA, MIB, PGDM
 INFORMATION TECHNOLOGY: BCA, MCA
 JOURNALISM & MASS COMMUNICATION: BJMC, MJMC
 LAW: B.COM, LL.B., B.A., LL.B., LL.B.

CENTERS FOR AIJET & DESIGNOPEDIA
 Patna, Lucknow, Guwahati, Varanasi, Agra, Jaipur, Ranchi, Haldwani, Bulandshahr, Sikandrabad, Khurja, Hapur, Muradabad, Kolkata, Allahabad, Gorakhpur, Darbhanga, Madhuvani, Sonapat, Meerut, Aligarh, Bareilly, Kanpur

IMS DIA NON-ACADEMIC CLUBS

SPORTS AUTHORITY OF INDIA,
YOUNG STAR FOOTBALL ACADEMY

Coached by Nirmal Singh from SAI, who has trained young achievers for both National and International level. The objective of this academy is to provide specialist football training and facilities to promising young football players.



SHIAMAK DAVAR,
INSTITUTE OF PERFORMING ARTS

Which is one of the most respected global brands in dance for over two decades. Their motto is "HAVE FEET WILL DANCE" All the participants get an opportunity to learn dance from well-trained instructors on dance fundamentals, styles, and techniques. The syllabus draws from Jazz, Ballet, and other dance forms.



PLAY ALL, BADMINTON ACADEMY

This Academy also enable the students to learn playing badminton through specialized training. Specialist coaches will impart training and also guide on exercises to build muscle flexibility thereby building endurance and confidence in the students. Practice sessions will include coach supervision and training.

IMS - PINNACLE, TABLE TENNIS ACADEMY

This will promote the game of Table tennis and will offer coaching facilities to participants. This will help build endurance and fitness in students. The best of courts and specialized practice sessions will be given to the students and the training will involve all the techniques to be able to play table tennis at the National and International levels.



KATHAK SHINJINI KULKARNI,
GRAND-DAUGHTER OF LEGENDARY PANDIT
BIRJU MAHARAJ

The Academy offers world class training in Kathak and other classical dance forms which are in vogue even at the International platform and are appreciated for their aesthetic and cultural heritage. This not only builds confidence in the participants but also helps them understand and embrace the unique world of contemporary dance forms and rich Indian culture.



YOUR CAREER

INTERNSHIP, PLACEMENTS &
ENTREPRENEURS

We aim to ensure that all our students develop the range of professional and personal skills required for success in their chosen careers.

To say that the atmosphere is highly competitive in the fashion industry is an understatement and we recognize this while training you. The placement cell helps with placement activities with a group of industry professional and faculty members.



CAREERS ADVICE AND SUPPORT

The ideas of personal and career development are integral part of our programs. Many of our programs are professionally accredited and are supported by close involvement with the professionals and employers, helping to establish an excellent reputation for our graduates. This is combined with work placements, volunteering opportunities and specialist support from the placement cell.

IMS-DIA's career advice and support service is available to you as soon as you start your program and for up to three and half years after graduation. The service helps you with any aspect of your career development in terms of industry exposure, internships, projects, campus placements or entrepreneurship through the in-house design centre and incubator.

EXPERT INVOLVEMENT

Experts from industry and the professions contribute to teaching and work with us from the earliest stages of program design. This ensures that our syllabuses meet the current and future needs of employers. Careers counsellors help you to develop your career plans and make applications to prospective employers. One-to-one interview sessions, subject specific group sessions on career planning and job search strategies are organised for students.

PROFESSIONAL ACCREDITATION

The majority of students at IMS-DIA are on programs accredited by industry professionals. Successful completion of a professionally accredited program indicates that you have reached the occupational standard required to practice that profession. Please see the program information pages for more specific information about individual programmes of study.

WORK PLACEMENTS

DIA has a record of 100% of its graduates finding good jobs that facilitate their growth even more, within 6 months of graduating out of college. The great majority of our programs provide work placement or other professional work-related opportunities. The 6 months graduation project/ internship prepares for a thriving career in your chosen field, while providing useful work experience and giving you a chance to impress potential employers. IMS-DIA supports you during the transition phase from a design graduate to a professional creative practitioner.

Once graduated understanding how to integrate and succeed in the creative side of the industry along with the

corporate and business side. We also organize summer training internships and seminars for students while helping you network with the job market.

DIA also has an enterprise week for its students. This comprises events and lectures that include one-to-one sessions with information on how to kick start your career and launch your creative ideas into lucrative business.

There is also a two-day recruitment and opportunities event that provides graduates with all the networking and skills they need for successful employability. We call this FUTURISING.

We have also managed to successfully run a 'Craft Cluster' initiative. It's a week-long visit to various craft clusters to observe, learn and document and carry out product innovation exercises within the existing craft segment.



IMS-DIA PLACEMENTS

DIA ALUMNI CAN BE FOUND IN:

FASHION DESIGN

Tommy Hilfiger
 Parfait Lingerie India Pvt. Ltd.
 Nida Mahmood
 Anuj Bhutani
 Calvin Klein
 Hemant & Nandita
 Niharika Pandey
 DBS Studio
 Blackberry Fashions
 Surkhab Bespoke
 Federation of Buying Agents
 Besive.com
 ITC
 Gap Inc.
 Lilliput
 Diesel
 Shahi Exports
 CD Lifestyle
 Modknit
 Design Quest
 Fashion Vista
 Anya Designs
 Satya Paul
 Fabindia
 Signature by Sumeet Bajaj,
 Harmeet Bajaj
 Pantaloons
 Clovia
 Damy Royale
 Loom Mool
 Shoppers Stop
 Ritu Kumar
 Not So Serious by Pallavi Mohan
 Oasis Apparel

JEWELLERY DESIGN

FreeCultr Apparels Pvt. Ltd.
 Oriental Enterprises
 Zama by Anjali Singh
 Dhruv Global Pvt. Ltd.
 Krishna International
 Rimzin Dadu
 Gitansh Design
 Envogue International
 Jagat Satguru Garments
 Akaro By Gaurav Gupta
 Akira Ventures
 Tabula Designer Studio
 Kala Studio • Reliance Trends
 Rimple and Harmeet
 Kala Studio • Reliance Trends
 Rimple and Harpreet Narula
 Shantanu & Nikhil
 Rimzim Dadu
 Ankur & Priyanka Modi
 Namrata Joshipura
 Samanth Chauhan
 Priyam
 Priyal Prakash
 Manish Tripathi
 Surkhab by Shilpi Gupta
 GAP
 Orient craft
 Arvind mills
 Scarlett India
 Shahi export
 Impulse
 Sailex Sawhney Global Creation
 Myntra
 Jabong

FASHION DESIGN

Da Milano
 Gitanjali
 Mirari
 Sun International
 Eanything Indian.com
 Krishna Beads
 Eliferous
 Frazer and Haws
 ACPL
 Episode Silver
 IK Silver
 SCHWOF
 Twishq Delhi
 KSP India
 Federation of Buying Agents (FBA)
 Shajuky Exports
 PC Jewellers
 Swarovski
 Tarash
 D'damas
 EuroGold
 Krishna Beads
 Art Gold
 JD Jewellers
 Mine of Design
 HG Jewels



SHANTANU & NIKHIL



ELIFEROUS



RIMZIM DADU



RITU KUMAR



IMS-DIA PLACEMENTS

DIA ALUMNI CAN BE FOUND IN:

COMMUNICATION DESIGN

DLF
Pulp Strategy
Leo Burnett
Arun Verma Design Studio
HCL
Jatin Das
University Living
Internet Nogules
Dentsu Communication
Saas Labs
Keystone
Epistle Communications
PS Press Service Private Ltd.
Beelabs
24X7 News Express
Bubna Advertising
Rage Communication
Fables (Brand Consultancy)
Federation of Buying AgentsSudhanta
Herbals
Agasta Software Pvt. Ltd.
Radio One

Orange Global

Tech Mahindra
Fever Radio
HT City
Intellect Ads
Mobikwek
Atomic Arts
CNN
IBN
3d Artist with Mobil Game
Rockstar Games (Bangalore)
Equilibrium Films, Delhi
Home Shop 18
Arun Design Studio, Noida
V SPARK Communication
Dexture Communications
Neo sports
Bezan Design
TV network 18
Backyard Games

INTERIOR DESIGN

The Fine Interiors
Galaxy Corporations

MahaLaxmi Traders

Crafts of Ardour Group
Hudson
Kalki Interiors
Studio Praxies
Innerface Designers
Vistaar Design
Prayog Shala Manifesto
Asian Paints
Etree projects
Interior Reality Solutions
Hulsta
KSP India
Federation of Buying Agents
Design Radiance
Lemon Tree Hotels
Regent Lightings
Hammer and Tongs
Xebec
Studio Praxis
Hacker
Nova Technology
Raheja Developers
Hacker's Kitchen

Tech
Mahindra



JATIN DAS



HCL



Network 18



dentsu
COMMUNICATIONS



pulp
strategy

Häcker
kitchen.germanMade.



HUDSON
INTERIOR DESIGNS



hülsta



FACULTY

LEARN FROM THE LEARNED



PROFESSOR KRIPAL MATHUR
DEAN, IMS - DIA

A Design Professional of high repute & Alumnus of the National Institute of Design (NID), Ahmedabad, India with a UNDP fellowship from Central Saint Martins, London & a Case Study certificate from the Administrative staff College of India, ASCI, Hyderabad.

Prof. Kripal established the Textile Design Department at NIFT in 1994. She has been a senior design academic & educator for almost 3 decades at NIFT, New Delhi, as Head of the Textile Design Department, Knitwear Design Department & the Foundation Department. She has also been Registrar at NIFT & Link Dean. As a successful designer & textile artist, Prof. Kripal has worked on design projects with UNESCO, Chanderi, IWS, Indian Railways, developing trend forecasts for DC Handloom, Hyundai, UNDP carpets, amongst others. She has exhibited her textile art works at several exhibitions, as well as presented research papers at prestigious conferences and institutions in India and globally.



RITU KOCHAR
SENIOR FACULTY
DESIGN HEAD AND HOD, FASHION DESIGN

Masters in Fashion Design from Domus Academy Milan, Italy and Post Graduation in Textile Design & Development from NIFT, New Delhi with more than 20 years of expertise in design & development of apparels, while keeping up to date with emerging fashion trends. She carries a hands-on experience of working with Tarun Tahilliani and Satya Paul marking her presence in senior positions. She carries comprehensive fabric knowledge, exposure of managing jacquard fabrics, prints & quilts for the high-end European, Italian, Japanese and US market. She has successfully executed a craft oriented embroidery based 'Ustaad Project' in association with NIFT.

She has travelled around most of European countries for trend research, fairs and fashion shows. During her stay in Italy, she has visually perceived the shows like Antonio mars, Fendi, Frankie Morello, Murizio Galante Tal Lancman. Her regular visits to Paris, London and Germany for trend research have added a rich exposure in her profile. She has visited various Fairs like Milano Unica, Heimtextil, etc. Actively participated and represented ACFOLI at various international fairs and international buyers meet across European regions.

She carries the hands-on teaching experience in Print Techniques & Surface Design at NIFT-New Delhi, planning and delivering knowledge in an effective manner in accordance with the curriculum.

Having international exposure in innovating & designing apparel, she can develop a pattern with a practically visualized design. She takes up the challenge of supervising these creation's detailing and adaptations. She is an accomplished leader in fashion designing, proficient at driving a diverse team of designers and artisans to achieve desired objective.

Her core competencies are Fashion Design, Technical Sketching, Trend Analysis, Liaison, Coordination, Forecasting, Embroidery and Print Development (Textile & Apparel).



SARGAM VERMA
FACULTY, FASHION DESIGN

Sargam is a B. Des. (Bachelor of Design) in Textile Design from NIFT, New Delhi. She has done a Masters in contemporary crafts (Textile) from a reputed university in the UK, University College for the Creative Arts (UCA). She has many years of industry experience in export and buying, domestic couture, handicrafts and retail merchandising. She was the founder and creative head of her clothing Label for three years. Her core expertise lies in Merchandising, Product development (Apparels), Production and industry workings, Surface and texture development, traditional textiles, textile science, design conceptualization. She has been associated with the Indian craft sector related to different handicrafts and has been a part or initiator of handicraft design interventions, research, and survey-based projects on indigenous crafts like extra weft weaving, Banarasi brocade, Maheshwari textile. Her experience in the export industry exposed her to the international fashion industry and its workings thereby enabling her to be suitable for guiding students in developing their design handwriting and work ethics in a more globally relevant manner. She is a motivated and forward-thinking professional in the field of design. She has an eye for details and believes in bringing out the best in the student output.



AANCHAL TREHAN
FACULTY, FASHION DESIGN

Aanchal is a Fashion graduate from the J.D Institute of Fashion technology. She is a professionally qualified educator and researcher pursuing PhD. from NIFT, Delhi. Her subject of research is the 'Impact of Social media on the body image of pregnant and post-partum women'. She has also done an advanced Garment technology program from Mahatma Gandhi University. She has a total professional experience of close to a decade which includes 8 years as an academic. Her core expertise lies in Pattern Making, Draping, Garment Construction, Drafting derivations and CAD in the field of Fashion Design and apparel production. She is also part of the Government MES scheme as a Garment Construction Assessor.



Shatabdi is a B. Des. (Bachelor of Design) in Fashion and Apparel Design from NIFT (Kolkata). She has more than 6 years of industry experience, along with 3 years as an educator and academic. Her key strengths include Digital Illustration, Fabric Manipulation, History of Costume, Indian Traditional Handloom Sarees and the Traditional Indian Draping Techniques, Fashion Terminology, Digital Documentation, Video Documentation, Concept Development, and Design Process. She is also a travel You Tuber and a nature lover.

SHATABDI MITRA
FACULTY, FASHION DESIGN



Akshay graduated in B. Des (Fashion Design) from NIFT Raebareli, and studied Structured Textiles and Illustration at the University of Leeds, UK. With over 6 years of industry exposure working with couturiers and designer labels like Sulakshana Monga, Ecrú by Ankur Batra and Anju Modi, and owning a sustainable slow fashion label with the name of ASP. He has imbibed industry- based knowledge which helps in his commendable leadership qualities within the classroom as well as outside. He is an expert in Hand Illustration, Couture Designing, Visual Presentations, Androgynous Designing and Art Direction. Associated with Projects of Fashion labels such as Little Things Studio and Madame, he has carved a niche in the world of styling and art direction through their campaigns. Akshay, through his creativity, sound critical thinking and systematic student curriculum, is prepping the students for the industry exposure. Combined with his conscientious work ethic of creating value around him and his mature attitude, he personifies the professional traits and qualities of an all-round educator.

AKSHAY SINGH PUNDIR
FACULTY, FASHION DESIGN



A result-oriented professional (B.Arch.- Hons from NIT, Jaipur). She has an extensive industry experience of 19 years in the field of interior and exterior detailed planning and designing of metro projects viz. underground stations, elevated stations, depot cum Workshop including residential apartments and Ancillary Buildings, commercial buildings, multi-storeyed residential project, farmhouses, corporate and residential interiors, hospital design and landscaping projects. She is skillful at comparing the concept design drawings with the design brief and developing the technical details for the project with the project team. She is instrumental in ensuring the execution of projects within time & budgeted parameters.

POOJA AGRAWAL
FACULTY, INTERIOR DESIGN

She is highly trained and experienced in creating comprehensive architectural designs, plans, layouts, working drawings, and construction details. She is also an effective communicator with sound problem solving and lateral thinking skills.



Lily holds Bachelors in Architecture from TVB School of Habitat Studies, Guru Gobind Singh Indraprastha University, Delhi, along with a certificate program in 'Sustainability' from the Indian Green Building Council.

She comes with a decade long experience in the industry and has worked with companies like ARCOP & Jaypee. She has taught Interior Design at the Institute of Vocational Studies and Delhi School of Architecture & Design.

Her core competencies range from Conceptualizing and Designing to the knowledge of Building Services, Vastu, Sustainability and Auto CAD, Google Sketch Up and Photoshop.

She is a writer and a visionary herself and believes in the minimalist Architect Mies Van der Rohe's saying "God is in the Details". She has an inherent capacity to drive her students to realize their dreams and concepts keeping the technical aspects of the contemporary global scenario in mind.

LILY KANT CHADHA
FACULTY, INTERIOR DESIGN



Ritu Gulati has 20 years of experience as Jewellery Design academics and has worked with design schools at various academic and administrative levels. She holds a master's degree in human development and a Diploma in Jewellery Design from Apeejay Institute of Design.

She has also accumulated a certificate in Retail Management from LDT Nagold, Germany and a certificate in Diamond Grading from GIA (Gemmological Institute of America). As an educator, she has led institutions such as the National Institute of Jewellery Technology, Meerut and Vishnu Samad Design Academy, Chennai.

As a designer, she has been experimenting, evolving and discovering new meanings of jewellery. She has a keen interest in gemstones and the healing properties of natural crystals. Her own design studio "Nature Crystallised" re-crafts and re-invents heritage and antique jewellery in a contemporary mode. She has also helped Jewellery brands like "Izaari" to reposition and rebrand for better visibility in the trade. She is also associated with QCI (Quality Council of India) as a consultant for Jewellery programs running in India.

RITU GULATI
FACULTY, JEWELLERY DESIGN



DEEPIKA CHAUHAN
FACULTY, JEWELLERY DESIGN

Deepika is a graduate in commerce from Delhi University and has a B.Sc. degree in Jewellery Design in 2013 from DIA (Design & Innovation Academy). She has industry experience of 5 years with the biggest retailers of jewellery in India as a designer which enables her to understand the retail jewellery industry as an insider. Her invaluable experience helps her in teaching the students with a more industry-specific approach. She is a perfect example of a DIA Alumni going out and making a career in her chosen fields and coming back around to give back to the students. Her key strengths are Jewellery Illustration & Rendering and CAD Matrix. Deepika has good communication skills, is focused on her goals, is a good listener, hardworking and sincere.



PANKAJ SINGH
SENIOR FACULTY
HOD, COMMUNICATION DESIGN

Pankaj Singh is HoD Communication Design in IMS-DIA. He is a Commerce Graduate from Delhi University and has completed a 2-yrs Diploma in 3D Animation, Graphics & VFX along with 1-Yr Diploma in Computer Operation & Programming Assistant from ITI Delhi. He has total Professional experience of 13 yrs., including 5 years' experience with an Animation Production house. He is pursuing his Master's Degree in Animation & Multimedia Technology from I. K. Gujral Punjab Technical University. Pankaj is a dedicated and resourceful person with key professional strengths in Digital Graphics, 3D Animation, Academic Operations, Design & Development of Program Curriculum and Team Management.

He is a creative individual with good team handling and networking skills. He is a good blend of Creativity and Technology which makes him a unique academician who can address the complete in-depth knowledge in Animation film making.

Some of the professional stints and published work under his credit are-

- A Live-action short film "MERI DELHI" selected for Channel "V" India Fest Competition in 2011.

- He has also worked as Team Leader in Frameflixx 2010 for a 3d animation short movie.

He has also conducted workshops in:

- 1) Production Pipeline
- 2) New Technologies
- 3) Production Process in Animation film Design
- 4) Animation Basics, 3D modeling, Lighting & Rendering
- 5) Typo in films and Motion Graphics.



SEEMA KUKREJA
FACULTY, FINE ARTS

Bachelor of fine art from Delhi College of Art New Delhi (1984-1988) pursuing mfa (from Gwalior University) specialization in drawing, painting, design, clay modelling, printmaking, perspective, and geometrical designing. Worked as visiting faculty with Delhi College of Art, New Delhi. Awarded certificate of excellence by Padmshree Shri Ram V. Sutar President of All India Fine Arts And Crafts Society (AIFACS). Participated in contemporary woman artist of india and artist camps organized by AIFACS. Participated in "art for nation" held in india gate 2019. Work exhibited in Rashtriya Kala Mela Organized By Lalit Kala Academy Yuva Mahotsava Organized By Sahitya Kala Parishad. Frequently judge different art competitions held in govt. Schools and private organizations. Widely travelled U.S.A., U.K, and Australia and sold private collection of artworks.



JYOTSNA RAGHUNATHAN
FACULTY, COMMUNICATION DESIGN

Jyotsna Raghunathan has been involved with teaching and mentoring students in the field of Visual Communication for the past 20 years. A filmmaker by specialization, Jyotsna has worked on several corporate and ad films and has also been involved with shaping curriculum and heading programs in this discipline. From being HoD - Digital Film at SAE college to Program Leader and Associate Professor at Pearl Academy, she has worked on a wide range of UG and PG programs. Jyotsna has also presented research papers at conferences, both in India and abroad.



INDRAJIT SEN
FACULTY, COMMUNICATION DESIGN

Indrajit Sen has over 6 years of experience in Graphics and Web design. He is a commerce graduate from Delhi University. He started his career as a freelancer while studying at TGC, and later became a faculty at TGC Animation and Multimedia after completing his diploma in Graphics and Web design. He has also worked with Reliance Education as a senior faculty for Web, Graphics and UI/UX design. Indrajit has always considered designing a form of Art. He always tells his students to think of themselves as artists and not just as Graphics or Web designers.



Ela Mukherjee is a practicing artist and an art educator. She has done her masters in English from Calcutta University before starting to work in ceramic. She has been trained as a ceramic artist in the United States with a Fulbright Scholarship and in the UK with Charles Wallace India Trust scholarship. She regularly participates in shows nationally and internationally. She has been invited to artist residencies in India and abroad. Presently she is a research scholar under Senior Fellowship to outstanding artists awarded by Ministry of Culture, Govt. of India. Her works are in collection internationally. Apart from practicing art, Ela loves to teach. She's teaching in many art and design schools in Delhi and NCR as a visiting faculty for over two decades.

ELA MUKHERJEE
FACULTY, FINE ARTS



Prasanta Mukherjee did both his graduation and post-graduation in Fine Arts from M.S. University, Baroda. He is a recipient of the Fulbright Scholarship. He is a practicing artist and an art educator who is teaching for the last three decades. He had exhibited his art nationally and internationally. He has been invited to artists' residencies and workshops in India and abroad. He is a visiting faculty to many art and design colleges in Delhi NCR. He had been also invited internationally to teach in various art workshops.

PRASANTA MUKHERJEE
FACULTY, FINE ARTS



ALUMNI

1000+ strong alumni who have become dedicated professionals help ensure that IMS-DIA is always well informed and well connected with the latest industry and entrepreneurial trends. We value our alumni and actively reach out to organize regular interactive activities to keep networking with them and show our appreciation by inviting them to our graduation show, convocation and other IMS-DIA special events. We give our students both past and present an opportunity, a platform to interact intensely and create collaborations with each other.

The Placement cell helps them in developing appropriate skills such as team building, communication, leadership and decision-making.



ALUMNI SPEAKS.....



“After working with Krishna beads, I was well equipped to start my own enterprise. DIA has taught me all aspects of Jewellery and my brand AMUKHTIKA is now well established.”



ANNANYA BAINS,
JEWELLERY DESIGN
Founder & Creative Director at Amukhtika, Noida



“IMS-DIA is just amazing, providing us with more career options in the world of Communication. At IMS-DIA faculties teaching methods have helped me a lot in brushing up my skills along with providing excellent practical knowledge and industry exposure.”



AKSHITA SAXENA,
COMMUNICATION DESIGN
Owner/Founder & Creative Director at Artyvate, Noida



“The campus of DIA has excellent infrastructure and the teachers are very friendly, professional and inspiring. The faculty members have always encouraged us to learn through projects which were very helpful for us throughout our studies.”

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GOPAL BHARTI,
COMMUNICATION DESIGN
Graphic Artist at Discovery Channel India



“Big thanks to all my faculty members and friends for this amazing journey at IMS DIA. My sincere appreciation & gratitude to the CD Department for their support and encouragement, this would not be possible without them.”

”

RAHUL GARG,
COMMUNICATION DESIGN
Senior Producer at Zynga Inc.



“The journey was awesome, The faculty members of design department of IMS DIA are helpful and cooperative. Regular classes held at our college to help us with our aptitude and technical skills were of great help.”



NILISHA KESHRI,
INTERIOR DESIGN
Community Manager at Livspace



“I being the alumni of DIA would like to add that the management and the faculty members are very student friendly and approachable in nature. The faculty members make sure that all the sessions are interactive and interesting in nature. I really miss DIA.”



NITISHI GUPTA,
INTERIOR DESIGN
The Guild of Architects



“IMS DIA has always provided me with the assistance that is required for my overall development and to improve my Creative skills. I will always be grateful to them for providing me a platform of practical learning and preparing me for the industry.”



RIZWAN MOHAMMAD,
FASHION DESIGN
Fashion Designer at Shoppers Stop



IMS-DIA is where I learnt and explored the fascinating new world of Design. The institute has the best faculty who are both experienced and knowledgeable. Education at IMS-DIA was my first exposure to the world of fashion. It was a great pleasure learning at IMS-DIA.”



MALKEET SINGH,
FASHION DESIGN
Model & Stylist at Jabong

STUDENTS SPEAK.....



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I am from communication department. The college has provided me with so many career options like graphics, animation, branding, photography, 3d etc. I am glad that I chose to study at IMS-DIA. - **Avish Panwar, Communication Design**

IMS-DIA has provided me with industry relevant education aided by industry projects and workshops. I feel confident in using my design tools because of my course that has helped me in being a professional. My internship at Manohar Lal Saraf and Sons was an enriching experience where I was able to deliver all my projects successfully. - **Abhishek Soni, Jewellery Design**

Faculties at IMS-DIA have taught me that there is no shortcut to success. I have been trained to pursue my goals until I achieved them to my satisfaction. I was presented with so many opportunities to grow and expand my knowledge and skills. - **Shagun Verma, Communication Design**

I am **Rehnuma Khan** and I am pursuing Fashion Design at IMS-DIA. My experience has been great till now as IMS-DIA has provided me with everything, that a student can expect from a professional institute. I am grateful to the faculties who are constantly focusing on our progress and development of our design skills.

It was my first industry experience as an intern at Designer Nida Mahmood. I got a clear vision of what actually goes on in the industry. I learnt about many academic and non-academic things that are going to help me in my career. All credit goes to my college and my mentor, who trained me well and helped me in getting this job opportunity. - **Abhishek Tripathi, Fashion Design**

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CELEBRITY

AT IMS-DIA



ADMISSION AND ELIGIBILITY

SEATS

- BFA - Fashion Design - 30 Seats
- BFA - Communication Design - 30 Seats
- BFA - Interior Design - 30 Seats
- B.Sc.- Jewellery Design - 30 Seats

ELIGIBILITY

- BFA Applied Arts - 10+2
- from any stream - HSC, CBSE, ICSE

REGISTRATION FOR DESIGN ENTRANCE TEST

1. Register for Design Entrance Test
2. Click on the link: Admission 2020 (Main page of Website-www.diaindia.co.in)
3. Fill all the details in application form.
4. Proceed to the payment option.

HOW TO APPLY

- Application Form - 1000/- INR
1. Online Payment through Net Banking / Credit Card / Debit Card/Paytm/Cash
 2. Demand Draft of 1050/- INR in favour Design & Innovation Academy, Payable at Noida
- Candidate have to write their names behind the demand draft & sent it to following address.

ADMISSION HEAD

IMS DIA, DIA Building
IMS Campus, Sector 62
NOIDA 201309

DOCUMENTS REQUIRED AT THE TIME OF ADMISSION

- 10th Mark sheet and certificate
- 12th Marksheet (Only if pass out)
- Age proof certificate
- Nationality Proof Certificate
- 7 colour passport size photographs.
- Transfer certificate
- No objection certificate / Migration certificate in the case of other State/Country
- Co-curricular & extracurricular activity proof certificates.
- Medical certificate

IMPORTANT INFORMATION

1. Admission is on the basis of IMS-DIA method of selection. The DIA Admission Cell systematically seeks evidence of the perception, attitude, aptitude, achievement and motivation essential for a challenging and satisfying design career. The objective of the tests and the interviews is to ascertain the above qualities.
2. The Candidates appearing for the 12th Std or equivalent examination are not required to submit 12th / final year graduation Mark sheet, however the admission will be confirmed to selected candidates only on clearing the 12th std or equivalent examination.
3. The incomplete application forms / not satisfying eligibility criteria will be rejected. The Design Entrance Test (DET) fees for such rejected applications will not be refunded.
4. No official communication will be made regarding rejected application forms.

For more details about the application process visit our website or call @ 8506081515

Last date for submission of application forms - End of July, 2020

THE ADMISSION TEST IS IN TWO PHASES

1. Situation Test
 2. Personal Interview
- IMS-DIA conducts an entrance examination for admission in the month of April /May each year. Admit card for the Design entrance Test (DET) via mail. Aspirants are informed that DIA admit card will not be shared by any other means such as by post or by hand under any circumstance. Bring the print of the admit card shared via mail. DET comprises of Situation Test 70% & Personal Interview 30%. Design Aspirants appear for the Personal Interview round post DET on the same day. Please carry your Portfolio if available on the day of DET.

