

**CREATIVE
JOURNEY
STARTS
HERE**

Animation &
Multimedia
Design

Fashion &
Apparel
Design

Graphic Design

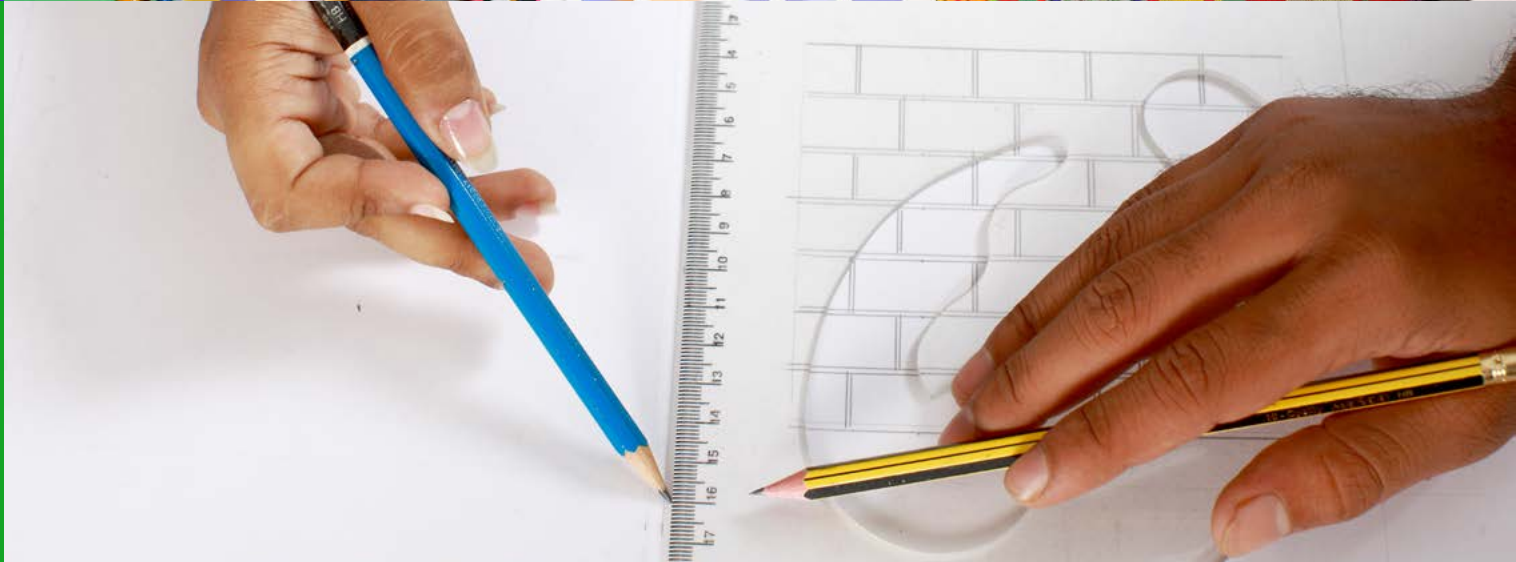
Interior &
Spatial Design

Affiliated to



Bangalore University

**UG PROGRAMS (FULL TIME)
PROSPECTUS 2018 - 2022**



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WORDS FROM THE CHAIRMAN

We always relate creativity with artists and artistic medium. ICAT proves this notion to be wrong and helps students to understand that creativity is much more than art. It actually makes them feel art as an integral part of one's life itself. In fact, life is an amazing creation in this universe and everything that we think and do is creative. Approaches of higher-level learning and practices make any one more creative and dynamic.

ICAT is dedicated to serve high standards of industry-relevant education in the area of art & design and visual culture, with internationally recognised educational practices and standard benchmarks.

In this world of constant and upward progression, Digital Media has grabbed the forefront and is shining through phenomenally. From small baby steps to bigger exploratory attempts, the medium has turned into one that has captured the imaginations of millions.

20 years ago, when the world was talking about the future being digital, we started Image Infotainment Ltd. With expert foresight, we realized the potential for growth in this field and we began our development of Digital Media in India.

Through these years, we have faced several challenges, especially in keeping up with the constant need for knowledge building and infra structural enhancement. Thankfully, we have been adept in staying ahead of the trends, which has resulted in tremendous success.

Now, many years later, we stand today not only as one of the most successful companies in the field of Digital Media but also as an organization with more than a decade experience in providing international quality of education in Creative Design. We have also branched out into varied aspects of creative development in ICAT Design & Media College, to address the need of the creative industry in India to make its presence known to the global audience.

As you read further, you will discover what ICAT Design & Media College can offer to your career and your future. More importantly, you will be sure to realize the potential that the Creative World has to offer and the possibility of you being part of this ever-growing industry along with us.

K. Kumar - Chairman & Managing Trustee



ICAT EDUCATIONAL TRUST MANAGEMENT COMMITTEE



Mr. K. KUMAR
Chairman & Managing Trustee



Mr. R. MADHAN
Trustee



Mr. V. ANAND
Trustee

IMAGE GROUP MILESTONES

IMAGE Group established ICAT College in the year 2004. ICAT has been rated as India's No.1 by Nielsen. ICAT is also India's first Media College to be ISO 9001:2000 Certified.

2012

Launched IALS (Image Advanced Learning System) training modules on Apple iPad Received validation for UG Programs from The Birmingham City University - One of the top ranked university for Design & Media Education in the world



2013

Launched imediajobs.in, India's first Digital Media Job portal
Obtained Technical collaboration with Bharathiar University to offer UG and Masters Degree programs

imediajobs.in
India's First Digital Media Job Portal



2014

Tied up with NSDC to expand its network of Image Creative Education Training Centers across INDIA



2015

Affiliated Training Partners with PMKVY (Initiative by the Government of India)



2011

Launched IMAGEMINDS (Creative education for school children)



1995

Developed & delivered a cutting-edge, real-time 3D Visualization project for "GEM Granites"
Deployed video transmission system for "ETV" network

1996

Launched IMAGE Creative Education - India's first professional Multimedia training institute



1997

Launched the world's first interactive encyclopedia on Carnatic music, titled "Nadhanubhava"

1998

Developed real-time Web games for sify.com, including a 3D Cricket simulation game



1999

Released "Ramayana - The Interactive Epic", an interactive animated story on CD Rom



2000

Launched WAM - India's first specialized curriculum on Web & Multimedia

2016

Celebrating 20 Years
Excellence in Creative
Education



2017

Obtained affiliation from
Bangalore University



Bangalore University

2010

Signed MoU with
VIT University
for content &
delivery of B.Sc.
Multimedia
and Animation
programs



2009

Rated as India's
No.1 Institute
for Animation
Training, by 'The
Week-AC Nielsen'



2008

Became India's
largest Design &
Media College by
establishing ICAT
in Hyderabad and
Bangalore



2006

Launched
India's first
Undergraduate
Degree program
in Digital Media
with validation
from University of
Wales, UK.



University of Wales
Prifysgol Cymru

2007

Won NASSCOM
Super Pitch
award for Original
Animated content

2005

Became an ISO
9001:2000
Certified
Company

2004

Launched ICAT,
India's first
Digital Media
College, in
Chennai



2002

Developed the
Knowledge
Management
system for
Hindustan
Unilever

2003

Launched IMuST, the
specialty Animation
curriculum that
incorporates Art
with IT skills



2001

Developed
digitized
content for
HMV.RPG
Music

2004 : Launched ICAT, India's
first Digital Media College, in
Chennai

GROWING DEMAND FOR CREATIVE PROFESSIONALS

Be it in Fashion Design, Interior Design, Animation, Graphic Design or Advertising, Indian designers are making waves all across. In fact, India has become the hub for design outsourcing and for foreign corporate and MNCs who seek the help of Indian design companies to execute quality design services.

The industry is growing by leaps and bounds but the supply of designers is yet to meet the surging demand. As compared to the UK, which has over 250,000 designers, China and Taiwan that boast of a population of over 150,000 designers each, India still has only around 4,500 – 5,000 skilled designers. The two leading developing economies, China and India are putting much thought on ways to add value to their products. However, with the setting up of new R&D facilities by MNCs as well as big domestic companies in India, there is an upward trend of employment in the Design industry. Being one of the cost-effective markets, MNCs also prefer to out-source their work to Indian designers. The Design industry is swiftly growing and it has a huge potential to grow at a higher rate. The announcement of the National Design Policy by the Government of India in February, 2007 followed by the setting up of Indian Design Council has given impetus to design awareness in the country.

Opportunities Galore

The prospects in the Design industry are enormous and lucrative. At the outset, a designer can get into the creative team of a corporate or the design team of a consultancy. In India, designers are paid better than their western counterparts. But to retain that status, they have to prove their credentials for business. There are umpteen disciplines in design, the most popular being Fashion Design, Graphic Design, Interior Design, Animation & Multimedia Design. Fashion Design has already made a big place for itself and has a lot of government and industry support as well.

India is producing about 10,00,000 engineers per year. If we take a step back and think, who is going to package the items these engineers produce; for example, a car not only has to be functional, but good looking right? Therefore, if we think along this trend and include Visual Arts or Graphic, Interiors, Advertising, Photography, Multimedia, Animation etc., the industry for designers in various aspects is going to be a huge market.

Developing Professional Qualifications

So, what are the traits and qualifications designers must have in order to create a niche for him / her? Design is a professional capability of creating and developing concepts and realizing them into products and systems for the mutual benefit of both, user and manufacturer. Design thinking brings together the finest sensibilities of the arts with the logic of science in an innovative framework.

To become an eminent designer, one will definitely need a full time university-accredited under graduate degree. He / she should be someone who is open to constructive criticism, can focus on completing the work to perfection and lastly has an attention to detail. A qualification from a reputed design school should do well. The industry does not want designers to be mere artists, but a blend of creative and logical thinking is what suits their requirement. Designers need to think holistically from the business and strategic perspective. Knowledge about the global trends and good networking skills will come handy.





Today, there is a rapidly increasing demand for Indian designers in India and abroad.

.... Looking at the way the demand for designers is growing, the future certainly looks very bright for aspiring designers in any field.



ICAT has been rated as India's No.1 College by Nielsen. ICAT is also India's first Media College to be ISO 9001:2008 Certified.

WELCOME TO ICAT DESIGN & MEDIA COLLEGE

In the early 2000's, organizations like NASSCOM began promoting the need for full-time specialization with campus-based education in the field of Digital Media. With its phenomenal growth recognized across the world, IMAGE Group established ICAT Design & Media College in the year 2004.

Pioneering Full-Time Education

The PG Diploma for graduates, which was launched in the year 2004, became the first full-time program in Digital Media, in India. This 1 year flagship program certified by ICAT has produced many successful alumni in the fields of Animation, Visual FX, Game Design, Graphic Design, UI Design & Development, Game Development, Advertising, Multimedia, Web Development and E-Learning in the last 14 years.

Pioneering Undergraduate Degree Programs

With the demand for a solid foundation in the creative industry, along with the necessity of a formal

University Degree, ICAT offers full-time College Level Degree programs. The 3 year degree programs that were instituted in 2006 became the first of its kind in India.

These programs enable students to pursue their dream as a viable career option. Students are trained in varied streams of specializations like Animation, Visual FX, Game Design, Game Programming, UI Design & Development, Fashion Design, Interior Design, Advertising, Graphic Design, Photography, Multimedia, Visual Media and many more.



THE ICAT ADVANTAGE

ICAT Design & Media College is a pioneer in starting full time programs in India in 2004.

Largest Design & Media College in India

With over 25 programs spread across 15 disciplines, 2000 students on roll at 3 campuses and over 3000 trained and placed alumni, ICAT is the largest design & media college in the country.

Degree from a top ranked multi-disciplinary university

ICAT Design & Media College, Bangalore is affiliated to the prestigious Bangalore University. According to QS University Ranking: BRICS-2016, an international agency ranked Bangalore University at 151st position amongst BRICS nations. As per Hansa Research Survey 2016 published in THE WEEK-May 29, 2016 issue, Bangalore University is ranked at No. 15 in the Top Multi-disciplinary Universities at All India level, at No.9 in the Top State Multi-disciplinary Universities, No.5 in the South Zone and No.1 in the State of Karnataka.

Strategically Located Campus

ICAT Design & Media College has its state-of-the-art

campus at Bangalore - known as the Information Technology (IT) Capital of the country. Bangalore has also been referred to as the "Silicon Valley" of India. Compared to any other city in India, Bangalore provides the best career opportunities for the graduates in Animation, Multimedia, Interior Design, Fashion Design, Graphic Design and many other creative industries.

Managed by Image Group

ICAT Educational Trust is managed by Image Group - An ISO 9001:2008 Certified knowledge power house with over 22 years of experience in design & media education.

Placement track record in reputed companies

ICAT's Students are consistently getting campus recruited in MNC's and reputed companies like Amazon, CTS, Wipro, HCL, Technicolor, RR Donnelly, Ogilvy & Mather, McKinsey & Company, The Times of India, pepperfry.com, Prana Studios and more.



Many critically acclaimed professionals have shared their knowledge with us. Few of them are:

KNOWLEDGE BRIGADE

INTERNATIONAL PROFESSIONALS:

BARRIE. M. OSBORNE - Oscar Winner (The Lord of the Rings) & Producer (LOTR, Matrix)

CHRISTIAN RIVERS - Oscar & BAFTA Winning Animator, (Kingkong, LOTR)

COLLIN BROWN - CEO - Cinesite, The Production facility of "Harry Potter", UK

PETER CHIANG - Visual Effects Director - "Batman"

MICHAEL PAYCER - Film Producer (Speed 2)

MATT COSTELLO - World famous Writer of Doom and Pirates of the Caribbean 3

JOHN LABREE - Former CTO, Weta Digital, New Zealand

ERNEST ADAMS - Game Design consultant, Trainer and Author of several best-selling books in the Gaming industry

ED HOOKS - Member of Screen Actors Guild, AFTRA, Author of Acting for Animators, US

SHELLEY PAGE - Head of International Outreach, DreamWorks

Prof. AFTAB GHARDA - Retired Director of Academic Partnerships, Birmingham City University, UK

Prof. JAKKIE DEHNN - Internationally acclaimed expert on sustainable materials. Retired University's Reader in Sustainable Product Design, Kingston

University, UK

Prof. RICHARD SNELL - Over 35 years experience as a Furniture Designer and Teacher at Birmingham City University, UK

Dr. SILVESTER CZANNER - Principle Lecturer, Manchester Metropolitan University, UK

Dr. ALAN SUMMERS - Programme Leader MA Design, University of Chester, UK

ROB GIBB - Subject Leader Photography, Birmingham City University, UK

Prof. DOUGLUS MACLEANNAN - Director - International Development and Principal Lecturer, Northumbria University, UK

BOBBIE JONES - Lecturer in Design & Illustration, Hereford University, UK

CLIVE HICKINBOTTOM - Course Leader, Hereford College of the Arts, UK

SION HUGHES - Professor of Art & Design and Dean of the Faculty of Arts at Sunway University

RICHARD JONES - Senior Lecturer in Interior Design, Coventry University, UK

RYAN LOBO - Freelance Photographer

JOANNE GREENBERG - Director of 50 Theater Productions, Vermont, USA

OLIVER SHYAL BEARDSLEY - Crowd Simulation, Technical Director of Harry Potter Games, X-Men etc.

LEE HARDING - Fashion Designer, Birmingham City University, UK

Prof. WILLIAM CAMPBELL - Associate Professor, School of Computing, Mathematics & Digital Technology, Birmingham City University, UK

DAVID FREEMAN - LA, New York & London's most popular Screenwriter & Development Master, US

ANDREW WILSON - Program Leader Computer Games Technology, Birmingham City University, UK

HASSAN ABD MUTHALIB - Father of Malaysian Animation, Author of "Malaysian Cinema in a Bottle"

Dr. PANCH SUNTHARALINGAM - Course Director, MA Design Visualisation, Birmingham City University, UK

MAX HOWARD - President and Producer at Exodus Film Group, US

FRANCOISE BOSTELS - Marsha Woodbury, Judith Reyland, Brazil

GREDGE PROSKOURIAE BARNETT - Illustrationist, Birmingham City University, UK

GLADYS PALMER - Vice president, Academy of Art University

CLAUDIUS SCHULTZE - Award winning German photographer And many more...



INDIAN PROFESSIONALS:

Prof. MADHU KRISHNAN - Master of Design (Basel School of Design, Switzerland)

Prof. THAKKAR - Basel School, Switzerland

Prof. SOLOMON VEDAMUTHU - Elected Member of the Principals' Constituency, Council of Architecture - Ministry of HRD, Govt. of India
VIJAYA DESMUKH - Registrar NID

SHIVBILAS SAXENA - Principal Faculty (Film & Video Communication), NID

PRIYANKAR GUPTA - Freelance Illustrator, Animation Film Designer, Visualizer, NID

ARJUN GUPTA - Animator, NID

MAYUR DILIP KADU - 2D Animator, NID

SEHAB RAM TUDU - 2D Animator, NID

KALYAN - Graphic Designer, NID

Prof. VINAY SAYNEKAR - Sir JJ Institute of Applied Art, one of the very first font designers in India

SRINIVAS MOHAN - VFX Supervisor (Sivaji, Maatran, Endhiran, Bahubali & more)

ASMITA MADHU - VFX Producer

Ar. BENNY KURIAKOSE - Principal Architect at Benny Kuriakose Architects - Vernacular art and architecture

Dr. PARTHASARATHY - Retired Professor of Mathematics, IIT Chennai

NASSER - Multi-talented film personality

V.M. RAVIRAJ - Former

Principal, Film Institute, Chennai

SASI - Film Director

SHESHA PRASAD - Vice President, Rhythm & Hues

Dr. MUTHUKUMAR - Director, Folklore Institute

MOULIMURUR - Design Faculty, School of the Art Institute of Chicago

Ar. CHETAN K S - Principal Designer & Mentor Kham Designs - Biomimicry (Sustainability)

Ar. DHARUV FUTNANI - Managing Director at Green - Green Building Techniques

BRAIN C. MCAULIFFE - Director of Production, Sumo India

PRAVEEN CHRISPUG - Consultant for Stop Motion Animation (BCU, UK)

SATHISH KASHETTEY - National award winning Film Director

Dr. NEENA JAJU PINGALE - Former HOD,

FRANCOISE BOSTEEL - An Iconic Doll Maker

PETER J. ASIRVATHAM - Founder & Creative Director, Crushades

Dr. KENNEDY - Producer & Asst. Professor, Educational Multimedia Research Centre, O.U

MANIKANDAN - Visual Effects Artist & Matte Painter (worked in over 200 films)

SUDHIRSHELAR - CEO, Shilahr Associates (Marcom Consultant)

VIJAY LADHA - CA, Director, Fourrell Appliances India Ltd.

RAMESH DESAI - Cinematographer

B. BALASWAMY - Professional Scriptwriter

B. KRANTHI KUMAR - Head, 3D Stereoscopic Animation, Worked in Mougli 3D, Little Prince 3D, Iron Man, Donkey Ollie, Alpha & Omega 3D

JAGAN MOHAN R - Senior FX Artist of Tinker Bell (DVD Movie) & ZOKOMON (Hindi Movie)

ANITHA - Program Manager in Gemini Television

RIBU VAGURIS - Producer for Television Programs

SANATH - CEO of FireFly Creative Studio

SAGAR - Founder of Leon game

ALTAH HUSSAIN - Practicing theatre as an actor, director, stage manager and instructor

NARAYANASWAMY - Automobile Photographer

V. SRINIVASA RAGHAVAN - Glass Sculptor - Dakshin Chitra

SENTHIL MURUGAN - Technical Lead at Wipro Technologies

SHARAT CHANDRA AITHAL - Game Developer, worked on SmackDownVs Raw

2009 (PSP), Metro 2033 (PC), DarkSiders (PC), Marvel Superhero Squad (X360), Homefront (Ps3)

SUJATHA NAGARAJAN - Game Programmer at Graxal Games, worked on Divekick (2013, PS3, PS Vita, Steam)

SOMASUNDARA PANDIAN.V - 3D Programmer & Researcher at Bumo3dr

CHELLADURAI N - Gameplay Programmer at Friends Learn

ELAM PARITHI ARUL - Mobile Developer at CompuSystems

GIRJESH PRAKASH - Professional Photographer

ISHKARAN SINGH - Game Programmer, Ubisoft

PRATEEK SINGHI - Fine arts Photographer

GANESH - Product Photographer

CHARANYEDALA - Lead Dynamic Artist

SHIVA RAMAN - Technical Director, Lighting Dept -Technicolor India

MURALI KAMATH - Freelance Cinematographer

VASU DIXIT - Storyboard Artist

GIRISH J - Cinematographer (Professional Camera Artist for Indian Cricket team)

NARSHIMHA - Freelance Sculptor

SUDHIRTELI - Senior Animator, Blue Grass Studios

SURESH - Illustrator / Painter, Creative Consultant

ARCHANA KRISHNAMURTHY - Head Outreach, Technicolor

NEELANCHALA - Mobile Game Developer, Hungama. Com

VRUSHKETAN - Game Designer, Digital Chocolate

SHAMSHAD KHAN - Freelance Photographer

Prof. JS. MURALIDHAR - Textile Technology Expert

NEERJA M - Creative Director McCann Erickson

SARATH MADHAVAN - Technical Director of Weta Digital

ARUN SRIPADAM - Award winning Animator, C.MENT Animation Sudio

KISHENGOUUD - MA History of Art, MFA Painting - Lecturer at JNTU University

C.G. SRIGUHA - Sr. professional in the field of Advertising, Film & Television Production

NARAYANASWAMY -

Entrepreneur, Dubai

Ar. SAMPREETHI - Classical Dancer & Actor

ROHIT BANKA - Typography Specialist

PRAKASH - Lead Dynamic Artist, Dreamworks

ILAMPARITHIRAJU - Senior Game Artist at RAL Soft

RAJKUMAR - EA

DEEPAK - Mayans Studio

MB SURESHKUMAR - Artist, Illustrator, Corporate Trainer

FIDILES - Miniature & Set Specialist

Design Curator KANNAN VENKATESH - FIFTHSEASONS, Newzealand

ARJUN GUPTA - Animator

Mrs. SUNANIA SOOD - Eminent Artist & Designer

SAURABH CHATTERJEE - Travel Photographer

NEERAJ KUMAR - Game Programmer

BHOOPALAN - UX Specialist

J. PREM SHANKAR - Photographer

RUPESH - Graphics Programmer

SRIKANTH JNSV - Unity Game Programmer

SENTHIL MURUGAN - IOS Developer

RUPESH MANDKE - Prana Studios, Senior Software Engineer

YASAR ARAFATH - Mobax Studio, Game Programmer

SARANYAN - Zydesoft CompuSystems, Senior Software Engineer

And many more ...

ACCOLADES & ACHIEVEMENTS



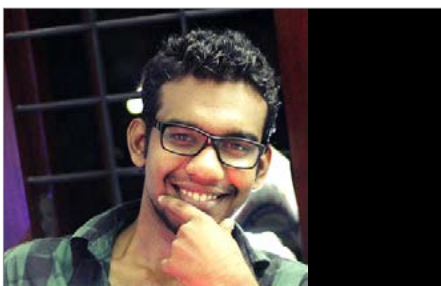
Lajja - Shadow Dance created as a tribute to all the victims of violence against women by Dikshita Das won awards for live action category in National-Level Delhi CG Awards 2015



The Last Call - by Amol Patil, Rethin Lal, Sashidhar HM, Suvojit Das, Jerome Joy Thoppil won awards for VFX Film category in National-Level Delhi CG Awards 2015



Farmer's Suicide - Causes, effects and solutions for the problem of farmers' suicide in our country by Srinath S won awards for Infographics & Branding Illustration category in Delhi CG Awards 2015



Madhuram - Literally means 'sweetness' in Malayalam by Jerome Joy Thoppil won awards for Live Action (Professional Category) in National-Level Delhi CG Awards 2015



Pokarram Kailash Chowdary, Working as Assistant Director to Director S. S. Rajamouli



ICAT student - Vipin Samuel receives "Best Infographics and Branding Illustration" award at Delhi CG Awards, 2014



Manikandan .M was able to work with some big firms while studying & the academic portfolio helped in securing admission in New York Film Academy to do my masters with the scholarship of 12,000 USD



Ding Dong - A public service announcement intending to stop domestic violence by Kaushik Sampath, Sai Krishna, Syed Zeeshan, Arun PS, Anish H won awards in National-Level Delhi CG Awards 2015



Winners at ASIFA for 3D Animation and Visual Effects



Christy Sebastian won the 2nd Prize for "Best Short Film" and "Best Cinematographer and Editing" for his Malayalam short film titled "DAVID KANDA PENKUTTY"



Won ASIFA India "Special Jury Award" 3D Animation - 2011



3D Animation Student Alankrita Jain released her first book "MIAOW"



Mr. Sourav Nandy, won First prize in Orissa State Level Poster Competition



ISFFI AWARDS 2012 - Best Short Animated Film (INDIAN ENTRIES) "The Other Side" Directed by Ms. Priyanka Shyam



Finalist at IDBA Awards Dubai



A shot from "12000 ft" winner of 24fps



ICAT win's NASSCOM'S Super Pitch Award Original Animated Content



Student, Aswathi NM has secured Third place in the "Best Social AD" category at "Entreprenation 2015" conducted by "Deshpande Centre for Social Entrepreneurship"

GUEST LECTURES



Workshop on "Idea Generation & Typography" by Mr. Rohit Banka



"Exploring the Creative Journey" workshop by Mr. Clive Hickenbotham from UK



Two-day intensive "Fashion Photography" workshop conducted by Mr. Prateek Singh.



A seminar on "Film Making" with the Father of Malaysian Animation - Mr. Hassan Abd Muthalib, the seminar was followed by the launch of Mr. Hassan's latest book, "Malaysian Cinema in a Bottle"



Character design considering illustration style - a workshop by Priyanka Gupta from NID for ICAT Students.



Successful alumni from the industry (PTC), Rupesh Mandke with 10 years of experience, contributes towards development of ICAT students by conducting workshop.



"Creative Thinking / Visual Idea Generation" workshop by renowned, award winning designer Prof. Aftab Ghada



"Bio Mimicry - Mimicking Nature and Biology to Design" workshop by Ar.Chetan from Kham Designs at Hampi



Illustration workshop was held for ICAT students by Gredge Proskouriae Barnett.



Oscar winner Mr. Barrie Osborne and National Award winner Mr. Madhu with students



The Association of Bangalore Animation Industry (ABAI) conducted a 2-day workshop on "Claymation". The workshop was conducted by Mr. Vasanth Kumar



Weaving workshop by Mr Thangavelu



Prof. Vinay Saynekar from Sir JJ Institute of Applied Art, conducting "Typography" workshop for ICAT students in Chennai & Bangalore



A workshop on "Paper Craft" was conducted by Mrs. Sunania Sood, where she explained properties of different types of paper and demonstrated paper folding and cutting techniques



Mr. Uday Reddy, a full-time Art Director and Fashion Photographer, addressed our students in a 'Fashion Photography' workshop



"Creative Ideas in Photography" by Robert Gibbs from Birmingham City University



"Lighting design" workshop at ICAT was L5 Interior Design students, by design curator Kannan Venkatesh from FIFTHSEASONS, Newzealand



An interactive feedback session for student's project of Interior Design with Dr. Panch Suntharalingam Course Director, MA Design Visualisation, Birmingham City University, UK



"Material seminar conducted by industry professional - Armstrong Mineral Fibres at ICAT for Interior Design students



A workshop for ICAT students by David Freeman, Hollywood's renowned Screenwriter and Script Consultant



World famous instructor, Mr. Ed Hooks during a full-day workshop on "Acting for Animators"



The session was delivered by Mr. Karthikeyan who is a renowned character modeler. Students have thoroughly enjoyed the sessions, where they received insights on nitwits about charecter modeling and do's and donts



Studio 56, a renowned animation studio, based in Bangalore visited ICAT Bangalore campus. Students from various streams such as Animation



Cment Studio is a Bangalore based animation studio. The creative team of the studio headed by Mr. Arun, visited and met the animation students across all the batches.



Bangalore University

BANGALORE UNIVERSITY

Bangalore University is located in the Garden City of Bangalore aptly hailed as the “I.T. Capital of India”. It was established in July 1964.



Bangalore University has completed Fifty-three years of fruitful existence and has come to be hailed as one of the largest universities of Asia. Though originally intended to be a federal university, it has eventually emerged as an affiliating University.

According to QS University Ranking: BRICS-2016, an international agency ranked Bangalore University at 151st position amongst BRICS nations. As per Hansa Research Survey 2016 published in THE WEEK-May 29, 2016 issue, Bangalore University is ranked at No. 15 in the Top Multi-disciplinary Universities at All India level, at No.9 in the Top State Multi-disciplinary Universities, No.5 in the South Zone and No.1 in the State of Karnataka.

Bangalore University has achieved milestones by establishing MOUs with Universities and Institutions of national and international repute. To cater to a student population of over three lakhs, the University is striving to provide access, expansion and excellence in higher education. The University is providing quality teaching and encouragement to research in frontier areas with social relevance that would reflect its mission and goals aptly symbolized by its emblem 'JNANAM VIGNANA SAHITHAM'.

Vision

To promote excellence in education for a vibrant and inclusive society through knowledge creation and dissemination

Mision

- ❖ To Import quality education to meet national and global challenges
- ❖ To blend theoretical knowledge with practical skills
- ❖ To encourage the faculty to pursue academic excellence through high quality research and publication
- ❖ To provide access to all sections of society to pursue higher education
- ❖ To promote the use of new technologies in teaching and research
- ❖ To inculcate right values among students while encouraging
- ❖ To promote leadership qualities among students
- ❖ To produce socially sensitive citizens
- ❖ To contribute nation building
- ❖ To hasten the process of creating a knowledge society



“At ICAT, I learnt fashion research, which helped me immensely during my intern. The creative teaching methodology at my college helped me to think out of the box and come out with the concept which combined mysore paintings, channapatna beads and mysore silk.”

- Gana Sowamya, Final Year Student of Fashion Design.

Duration: 3 Years (Full time)

B.Sc. Fashion & Apparel Design

B.Sc. Fashion & Apparel Design is a three year program with two semesters in each year.

This course has been specially designed to provide required knowledge and skills to groom creative professionals in the field of fashion design, costume design, apparel technical design, fashion styling, product development and merchandising, visual merchandising, fashion consultancy, fashion journalism, fashion entrepreneurship, fashion forecasting, etc. This program develops a strong foundation on both the conceptual design and technical design aspects of fashion. The core strength of this program at ICAT is that students will be gaining knowledge completely based on application oriented learning outcomes through a practical approach to each subject.



COURSE HIGHLIGHTS

SEMESTER - I	
	Language I
	Language II
FAD103 A FAD 103 B	Fibre & Yarn Science
FAD104 A FAD104 B	Elements of Fashion & Design
FAD105 A FAD105 B	Pattern Making & Garment Construction- I
	Constitution of India and Human Rights
	CC&EC

SEMESTER - IV	
	Language I
	Language II
FAD403A FAD403B	History of Textiles & Costumes
FAD404A FAD404B	Textile & Apparel Testing
FAD405A FAD405B	Apparel Production
	Communication skills
	CC&EC

SEMESTER - II	
	Language I
	Language II
FAD203A FAD203B	Fabric Science & Analysis
FAD204A FAD204B	Fashion Illustration & Design
FAD205A FAD205B	Pattern Making & Garment Construction- II
	Environment and Public Health
	CC&EC

SEMESTER - V	
FAD501A	Fashion Retail, Marketing & Merchandising
FAD502A FAD502B	Apparel Computer Aided Design- I
FAD503A FAD503B	Fashion Accessories
FAD504A FAD504B	Draping
FAD505A FAD505B	Needle Craft
FAD 506	Internship Training/craft documentation*
	Life Skills & Personality Development

SEMESTER - III	
	Language I
	Language II
FAD303A FAD303B	Textile Wet Processing
FAD304A FAD304B	Fashion Art and Design
FAD305A FAD305B	Pattern Making & Garment Construction- III
	Computer Applications and Information Technology
	CC&EC

SEMESTER - VI	
FAD601A	Entrepreneurship Development
FAD602A FAD602B	Apparel Computer Aided Design- II
FAD603A FAD603B	Garment Surface Ornamentation
FAD604A FAD604B	Apparel Total Quality Management
FAD605A FAD605B	Clothing culture & communication
FAD606A FAD606B	Fashion Portfolio & Design Collection
	Indian History, Culture and Diversity

CAREER OPPORTUNITIES

Fashion Designer
Asst. Fashion Designer
Costume Designer
Apparel Technical Designer
Merchandiser
Fashion Consultant
Fashion Coordinator
Fashion Stylist
Visual Merchandiser
Fashion Forecaster
Fashion Journalist





Typo graphy

Type is a beautiful group of letters, not a group of beautiful letters.
- Matthew Carter

Write on both sides of the
PAPER

APPOETIS
CITY
BUS

misplacement of
WORD

FIXED
WIND IWS

SHOCK

GRAVI T

du

DRUGS
PEER PARTIES
SUICIDES
CRIMES
UNFAITH
REBELLIOUS
BULLYING
PEER PRESSURE



“My experience as a graduate at ICAT has been phenomanal. I have gained the ability to handle tasks and apply the knowledge in my projects. Not only in academics, I have also enjoyed the extra curricular activities and I have made lot of like minded friends for a lifetime.

- Shayanty Das, Final Year Student of Graphic Design.

Duration: 4 Years (Full Time)

BVA - Graphic Design

Bachelor of Visual Arts - Graphic Design is a four year program with two semesters in each year.

The program structure helps students to develop skills in observing, negotiating, researching, thinking creatively, idea generation and manipulating visual languages and techniques. Students are also encouraged to cultivate and share ideas, as well as develop their own philosophy and unique visual language.

The course provides students with all the necessary skills and knowledge to work within the creative industries or progress to a postgraduate program of study. It is delivered through studio practice, specialist media workshops and a live series of lectures and seminars designed to provide an understanding of contemporary graphic design practice. Students develop visual and conceptual skills to communicate ideas across 2D, 3D and Digital Media, and gain competency in industry standard software.

CAREER OPPORTUNITIES

Graphic Designer
Visualizer
Illustrator
Art Director
Conceptual Artist
Background Artist
Editorial Designer
Design Educator
Creative Consultant



COURSE HIGHLIGHTS

SEMESTER - I		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.1.1	Story of Art -I
	F.1.2	Visual Thinking
	F.1.3	Fundamentals of Design : 2D &3D
	CORE STUDIO COURSE	
	F.1.4	Fundamentals of Drawing - I
Part 3	F.1.5	2D &3D Design Practice
	F.1.6	Inter Design studies1
	Foundation / SD Course	Constitution of India and Human Rights
	CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing

SEMESTER - II		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.2.1	Story of Art -II
	F.2.2	Introduction to Visual cultures
	F.2.3	Colour theory
	CORE STUDIO COURSE	
	F.2.4	Fundamentals of Drawing - II
Part 3	F.2.5	Colour Composition
	F.2.6	Inter Design studies- 2
	Foundation / SD Course	Environment and Public Health
	CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing



COURSE HIGHLIGHTS

SEMESTER - III		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	GD3.1	Theory of Graphic Design I
	CORE STUDIO COURSE	
	F.14	Fundamentals of Drawing - I
	F.1.5	2D &3D Design Practice
	F.1.6	Inter Design studies1
	GD3.2	Graphic Design and Communication I
	GD3.3	Drawing for Designers
	GD34	Typography I
	EL 3.1	CORE ELECTIVE
Part 3	GD3.6	Advanced Digital Media
	Foundation / SD Course	Computer Applications and Information Technology
		CC & EC – Workshop writing

SEMESTER - IV		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	GD4.1	Theory of Graphic Design 2
	CORE STUDIO COURSE	
	GD 4.2	Graphic Design and Communication II
	GD 4.3	Drawing for Designers
	GD 44	Typography II
	EL 4.1	CORE ELECTIVE
Part 3	GD4.6	Advanced Digital Media
		CC & EC – Workshop writing

SEMESTER - V		
Part 2	CORE THEORY	
	GD5.1	Theory of Advertising Design I
	CORE STUDIO COURSE	
	GD 5.2	Graphic Design for gaming
	GD 5.3	Graphic Design for Print Media
	GD 54	Advanced Illustration Technique
Part 3	EL 5.1	CORE ELECTIVE

SEMESTER - VI		
Part 2	CORE THEORY	
	GD6.1	Theory of Advertising Design II
	CORE STUDIO COURSE	
	GD 6.2	Advertising Design & Media
	GD 6.3	Packaging Design and Printing Technology
Part 3	GD 64	Digital Illustration Technique
	EL 6.1	CORE ELECTIVE
	GD 6.5	Project work

SEMESTER - VII		
Part 2	CORE THEORY	
	GD7.1	Theory of Advertising, Visual communication & media -1
	CORE STUDIO COURSE	
	GD 7.2	Advertising Design Research Project- I
	GD 7.3	Interaction Design
	EL 7.1	CORE ELECTIVE
	GD 7.5	Portfolio development
Part 3	GD 7.6	Internship / Project

SEMESTER - VIII		
Part 2	CORE THEORY	
	GD8.1	Design and Business Management
	GD8.2	Theory of Advertising, Visual communication & media –II
	CORE STUDIO COURSE	
	GD 8.3	Advertising Design Major Research Project -I
	GD 84	Minor Research Project II
Part 3	GD 8.5	Portfolio Development Final display and presentation of the Project



"ICAT has an amazing faculty team brimming with knowledge and are always accessible. It gives the confidence to imagine beyond mine capabilities and that's what makes our college very unique."

- Jai Dev Pillai, Final Year Student of Animation & Multimedia Design.



Duration: 4 Years (Full Time)

BVA - Animation & Multimedia Design

Bachelor of Visual Arts - Animation & Multimedia Design is a four year program with two semesters in each year.

This course is for aspiring creative artists who wish to pursue a career with specialization in animation, where they can learn the art of conceptualization, experimentation with various media and also develop an in depth strong knowledge on computer graphics for films, televisions, advertisements, print, Web, and architectural and scientific simulations.

Students begin this course with the exploration of design elements, principles, color, scale, typography, and storytelling formats. They then go through a series of historical and critical studies that form an informed perspective of the evolution of the Computer Graphics industry, its growth, its current form and the process of producing animation. Simultaneously, the students develop a range of visual and tactile exploration skills by working on a range of creative processes that include traditional art practices for life drawing, photography, tactile model-making and performance-based art, such as storytelling, acting and motion studies.



COURSE HIGHLIGHTS

SEMESTER - I		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.1.1	Story of Art -I
	F.1.2	Visual Thinking
	F.1.3	Fundamentals of Design : 2D &3D
	CORE STUDIO COURSE	
	F.1.4	Fundamentals of Drawing - I
	F.1.5	2D &3D Design Practice
Part 3	Foundation / SD Course	Constitution of India and Human Rights
	CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing
		Inter Design studies1

SEMESTER - II		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.2.1	Story of Art -II
	F.2.2	Introduction to Visual cultures
	F.2.3	Colour theory
	CORE STUDIO COURSE	
	F.2.4	Fundamentals of Drawing - II
	F.2.5	Colour Composition
F.2.6	Inter Design studies- 2	
Part 3	Foundation / SD Course	Environment and Public Health
	CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing

CAREER OPPORTUNITIES

Storyboard and Concept Artist
Character Designer
Layout and Background Artist
Character / Set Modeler
Texturing and Lighting Artist
Rigger
Animator
Production Co-ordinator
Art Director
Director
Instructor
Script Writer
Setup Artist
Graphic Designer
Creative Director
Entrepreneur



COURSE HIGHLIGHTS

SEMESTER - III		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	AN3.1	Film appreciation & analysis part - I
	AN3.2	Story concepts- Visualization
	CORE STUDIO COURSE	
	AN3.3	Classical Animation I
	AN34	Digital Art I
	AN3.5	3D Animation I
	University Code Foundation / SD Course	Computer Applications and Information Technology
	EL 3.1	CORE ELECTIVE
AN 3.7	CC & EC - Workshop	

SEMESTER - IV		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	AN 4.1	Camera & film editing
	CORE STUDIO COURSE	
	AN 4.2	Digital Art II
	AN 4.3	Classical Animation II
	AN 44	3D Animation II
	EL 4.1	CORE ELECTIVE
	CC & EC	Workshop

SEMESTER - V		
Part 2	CORE THEORY	
	AN 5.1	Acting for Animation
	AN 5.2	Theory of Design
	CORE STUDIO COURSE	
	AN 5.3	3D Lab I
	AN 54	Preproduction I
Part 3	AN 5.5	Postproduction I
	EL 5.1	CORE ELECTIVE

SEMESTER - VI		
Part 2	CORE THEORY	
	AN 6.1	Art appreciation
	CORE STUDIO COURSE	
Part 3	AN 6.2	3D Lab II
	AN 6.3	Preproduction II
	AN 64	Lighting & Camera
	AN 6.5	Postproduction II
	AN 6.6	3D Animation and Rigging - II
EL 6.1	SDC - CORE ELECTIVE	

SEMESTER - VII		
Part 2	CORE THEORY	
	AN 7.1	Animation Studio Design & Management
	CORE STUDIO COURSE	
	AN 7.2	3 D Major Elective II : Modeling & Texturing/ Animation / VFX
	AN 7.3	Animation Research Project Part I Viva Project Report Showreel
Part 3	AN 74	CORE ELECTIVE

SEMESTER - VIII		
	CORE THEORY	
	AN 8.1	Project -Part II (Continued from Semester VII)
	AN 8.2	Internship





I'm in a race!





"It is always fun to learn when you have a creative environment like ICAT. Being a part of this course has given me the opportunity to explore my creative talents. Our faculties are cooperative and very helpful.

- Taniya Roy, Final Year Student of Interior & Spatial Design.

Duration: 4 Years (Full Time)

BVA - Interior & Spatial Design

Bachelor of Visual Arts - Interior & Spatial Design is a four year program with two semesters in each year.

Interior Design program is planned to give students exposure on different kinds of projects that they may come across in their profession later. The program encourages students to work on live projects that emulate as far as possible a practicing design studio, with each project presented to and assessed by practicing professionals. The faculty comprises academics and industry professionals as per the demand of the modules. The students learn to create beautiful and effective residential, commercial, industrial and public space designs and layouts. Graduates of this program will have a portfolio that showcases their designs and will be prepared to embark on a career as an Interior Designer, Planner, Project Manager or Design Consultant.

CAREER OPPORTUNITIES

Interior Design Consultant
Residential Interior Designer
Commercial Interior Designer
Furniture Designer
Office Space Planner
Retail Designer
Exhibition Space Planner
Furnishing & color Consultant
Interior Product Design Consultant
Built Environment Consultant
Interior Lighting Consultant
Project Manager



COURSE HIGHLIGHTS

SEMESTER - I		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.1.1	Story of Art –I
	F.1.2	Visual Thinking
	F.1.3	Fundamentals of Design : 2D &3D
	CORE STUDIO COURSE	
	F.14	Fundamentals of Drawing - I
Part 3	F.1.5	2D &3D Design Practice
	Inter Design studies1	
	Foundation / SD Course	Constitution of India and Human Rights
CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing	

SEMESTER - II		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	F.2.1	Story of Art –II
	F.2.2	Introduction to Visual cultures
	F.2.3	Colour theory
	CORE STUDIO COURSE	
	F.24	Fundamentals of Drawing - II
Part 3	F.2.5	Colour Composition
	F.2.6	Inter Design studies- 2
	Foundation / SD Course	Environment and Public Health
CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing	



COURSE HIGHLIGHTS

SEMESTER - III		
Part 1	University Code	Language I
	University Code	Language II
	CORE THEORY	
	ISD 3.1	Design Thinking
	ISD 3.2	Design Studio: Form & Space/ Foundations in Spatial Language
	ISD 3.3	Interior Design Materials and applications I
	ISD 34	Technical Drawing
Part 3	EL 3.1	CORE ELECTIVE
	ISD 3.5	Digital: CAD 1
	Foundation / SD Course	Computer Applications and Information Technology
		CC & EC – Workshop / Simple Project

SEMESTER - IV		
Part 1	University Code	Language I
	University Code	Language II
Part 2	CORE THEORY	
	ISD 4.1	History of Design (Interior Design)
	CORE STUDIO COURSE	
	ISD 4.2	Design Studio: Space & planning
	ISD 4.3	Interior Design Materials and Applications II
	ISD 44	Fundamentals of Structures
	EL 4.1	CORE ELECTIVE
Part 3	ISD 4.5	Digital: CAD 2
	CC & EC	Workshop

SEMESTER - V		
Part 2	CORE THEORY	
	ISD 5.1	Environmental control
	CORE STUDIO COURSE	
	ISD 5.2	Interior Design Studio II - Inhabitations
	ISD 5.3	Lifestyle and accessories Design
	ISD 54	Interior Design-Advanced Materials &Applications
	ISD 5.5	Workshop – Wood Constructions
Part 3	EL 5.1	CORE ELECTIVE
	ISD 5.6	Digital Methods: Advance Auto CAD 3

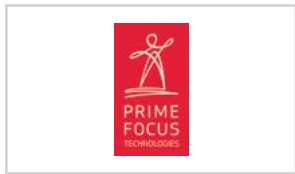
SEMESTER - VI		
Part 2	CORE THEORY	
	ISD 6.1	Estimation and Project Management
	CORE STUDIO COURSE	
	ISD 6.2	Interior Design Studio: III
	ISD 6.3	Design Studio: Furniture Design
	ISD 64	Working Drawing details
	ISD 6.5	Signage Graphics
Part 3	EL 6.1	CORE ELECTIVE
	ISD 6.6	Digital Methods: Advance AutoCAD 4
	ISD 6.7	Workshop – Metal
	ISD 6.8	Integrated Project Work

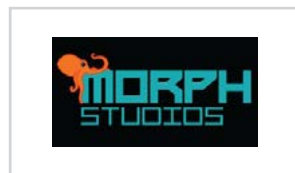
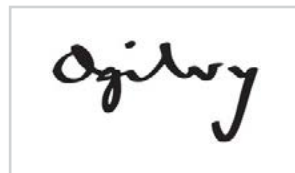
SEMESTER - VII		
Part 2	CORE THEORY	
	ISD7.1	Professional Practice
	CORE STUDIO COURSE	
	ISD7.2	Interior Design Studio IV
	ISD7.3	Interior Design : Landscape
Part 3	ISD74	Revitalization of Arts & CraftsI
	ISD7.5	Design Thesis
	ISD7.6	Integrated Project
	EL.7.1	CORE ELECTIVE

SEMESTER - VIII		
Part 2	CORE THEORY	
	ISD 8.1	Graduation Project
	ISD 8.1	Internship











ELIGIBILITY & ADMISSION PROCEDURE

UG PROGRAMS: (Affiliated to Bangalore University)

A Pass in 10 + 2, or 10 + 3 (Diploma) or equivalent qualification. Medium of Instruction in the qualifying examination can be any language. Candidates awaiting results can also apply.

ADMISSION PROCEDURE:

STEP 1 - COLLECT APPLICATION FORM

Application forms can be collected at the Bangalore campus on payment of Rs.1000 in Cash or by sending a Demand Draft in favour of "ICAT EDUCATIONAL TRUST" Upon request, the application forms would also be e-mailed.

STEP 2 - SUBMISSION OF FILLED APPLICATION FORM

All students seeking admission to any of the programs must send the completed application form along with the Demand Draft to

THE DIRECTOR - ADMISSIONS
ICAT DESIGN & MEDIA COLLEGE,
424, Bommanahalli, Hosur Main Road,
Bangalore - 560 068

STEP 3 - RECEIVE CALL LETTER FOR ADMISSION

Applicants will be receiving Admission Call Letter through e-mail.

STEP 4 - PERSONAL INTERVIEW

Selection to the course is based on the performance in the Personal Interview. Applicants are encouraged to present their portfolio at the time of interview. Although submission of portfolio is not compulsory, it is recommended to better the applicant's chances of selection.

STEP 5 - PAYMENT OF FEES

Admission will be confirmed to the applicants who clear the Personal Interview, upon payment of the Admission fees and verification of academic documents as per the eligibility requirements specified for a particular program.



GENERAL INFORMATION

TERMS AND CONDITIONS

The college is a private, post-secondary co-educational institution managed by ICAT Educational Trust. Some information in the catalogue may change. It is recommended that students who are considering Admission to check with an Admission Representative to determine if there is any change in the college's policies, courses or curriculum.

NOTICE:

ICAT Design & Media College reserves the right to change programs, courses, curricular structures, requirements, regulations, rules and / or fees noted in this catalogue at any time without advance or subsequent notice. It is the intention of ICAT Design & Media College to offer uninterrupted courses of study to its students. In the event that it is unable to continue some or all academic instruction because of a natural disaster or other event over which the institution has no control, no fee except caution deposit is refundable.

NON-DISCRIMINATION:

ICAT admits students of any race, color, sex, age,

sexual orientation, marital status, gender, religion, national origin or ethnicity to all privilege, rights, programs and functions made to students at the college; and does not discriminate in administration of admission policies, educational policies or any other program in the College.

GRIEVANCE POLICY:

A student should be free from unfair, biased or improper actions on the part of any member of the academic community. If a student feels that he or she has been subject to unjust actions or denied his or her rights, redress may be sought by consulting the Student Advisor. If the student is unable to resolve the issue with the Student Advisor, then the student may contact the office of the Academic Head.

RIGHTS OF USE:

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DISCLAIMER :

The information provided in this prospectus is given for the general guidance of prospective students and does not form any part of any contract. The college's programs are provided subject to viability in terms of enrolment and may be subject to validation or approval from an awarding body.







Bangalore Campus :
424, Hosur Main Road, Bommanahalli,
Bangalore - 560 068. Ph : 080 - 4110 7755

www.icat.ac.in

Corporate Office : Image Infotainment Limited, 61/32, T.T.K Road, Alwarpet, Chennai - 600 018