

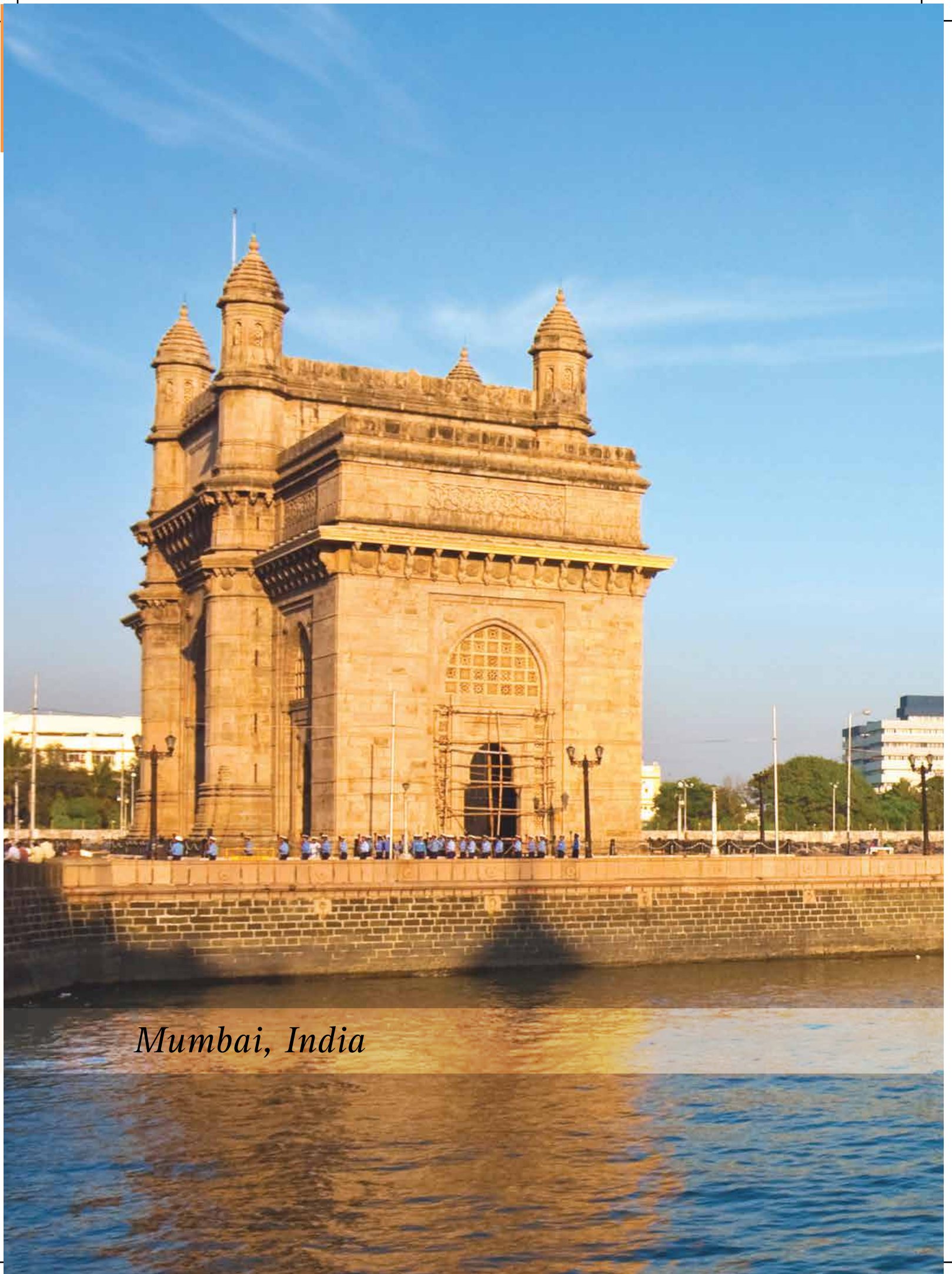
Explore Careers in the Design Industry

- Interior
- Fashion
- Visual Communication
- Animation & VFX



ITM Institute of Design & Media

Formerly known as ITM Institute of Fashion, Design and Technology



Mumbai, India



ITM Institute of Design & Media

Mumbai, earlier known as Bombay is the prime metropolis of India. A beautiful island that never sleeps is a happening spot for holiday, commerce & government bodies. It is also known as the financial capital of India. The country with its two leading cities of Mumbai and Navi Mumbai also houses India's film and television industry. Mumbai's business prospects, higher standard of living, communities and cultures attract tourists from across the globe.

Fashion design in India, takes its own twists and turns. Here, colours are widely appreciated. Interior design is an artful science which can enhance the aesthetics, functionality and create healthier living environments. The professional scope for fashion and interior designers is huge in India and backed with a flair for innovative thinking, practical knowledge and designing one can reach a pinnacle in these fields. The industry has also seen a good boom in the recent years with globalization and promotion of textile and interior design. The demand for a designer is also growing with each passing day. And there should be enough quality designers to meet these demands.

ITM Institute of Design & Media (ITM IDM), formerly known as ITM Institute of Fashion, Design and Technology is one of the most modern and cutting-edge Design Schools in Mumbai & Navi Mumbai -for aspiring designers to get a seriously fun and challenging experience in the field of Fashion, Interior & Communication Designing.

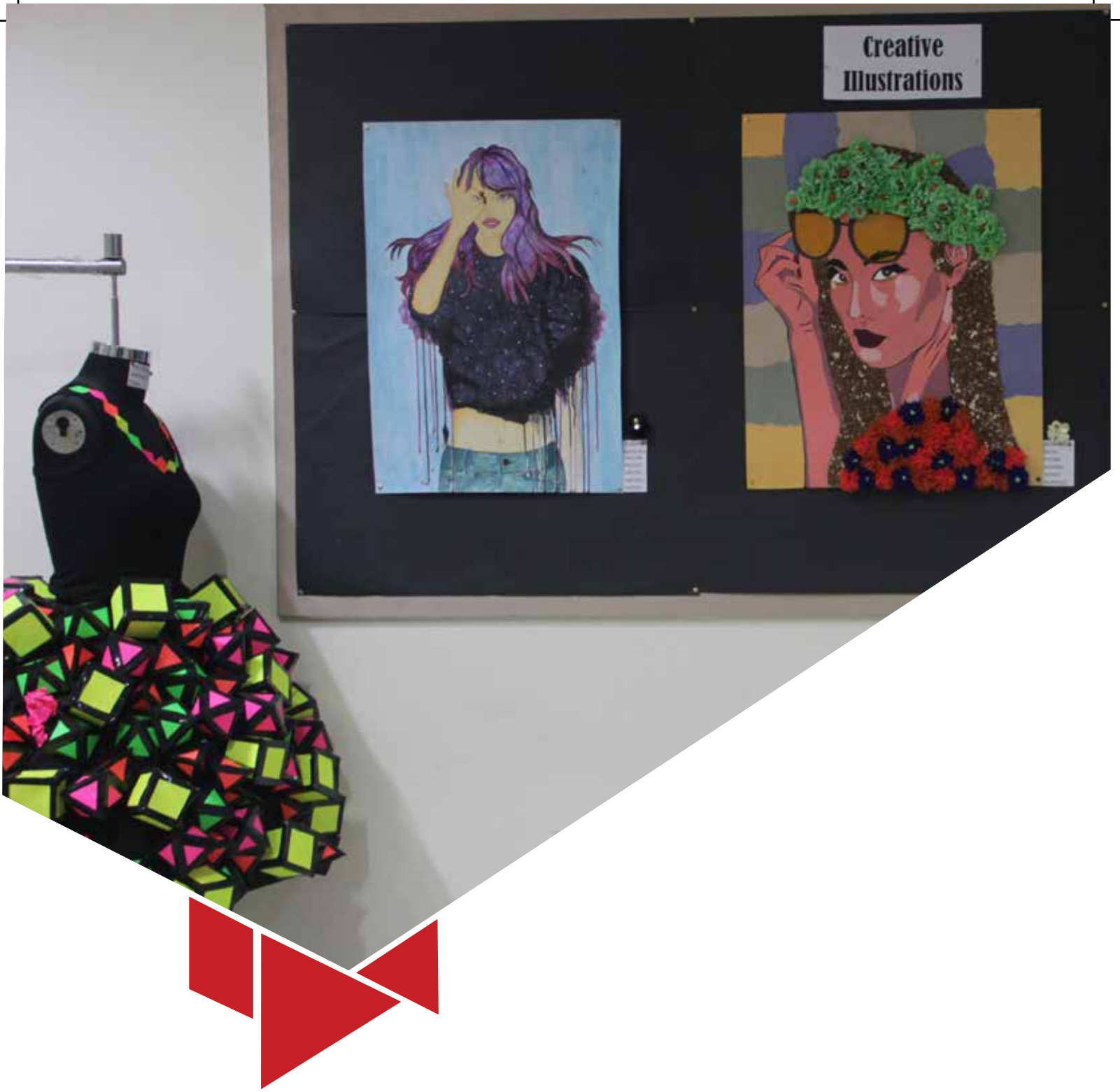
Launched in the film & fashion industry hubs of India at Oshiwara & Navi Mumbai, ITM Institute of Design & Media offers Interior Design, Fashion Design, Visual Communication, Animation & VFX and related streams through a range of programs. ITM Institute of Design & Media is an effort to bring the 'ITM Experience' to an industry that has grown tremendously in the past decade with world's leading educators.





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About ITM Institute of Design & Media

ITM Group of Institutes has collaborated with some of the world's leading educators to establish the ITM Institute of Design & Media (formerly known as ITM Institute of Fashion, Design and Technology). Our pedigree in management and technology education is ideally suited for a 'fresh' approach towards developing students for careers in the fashion, design and retail industries.

Located at Mumbai & Navi Mumbai, the leading cities of India, ITM IDM has been built from the ground-up to deliver technologically advanced and industry relevant training.

ITM IDM is equipped with the latest computing and design technology and technical laboratories for specialized training in design and production.

Classrooms are outfitted with modern A/V equipment, in addition to ample spaces for creative thinking and collaborative work.

In designing its program offerings, ITM IDM has acknowledged the needs & ambitions of students looking for educational opportunities-global acceptance of the program & recognition of the qualification for advanced studies in India.

Towards these objectives, the Institute has partnered with Universities of the highest calibre both internationally and in India.

Our Mission

To provide industry relevant, competitive and professional education, training and consultancy, and add value; inter alia to provide educational opportunities for the

economically disadvantaged by providing financial assistance and free education, to mould them into contributing citizens.

Our Ideals

Our Ideals are as simple as they are far reaching - to offer the best we can to those who wish to learn; to reach as far and as high as we can in the fulfillment of our mission; to be true to ourselves, our beliefs, and to those who guide us; to educate without favour, all who come through our doors, regardless of race, creed or colour.







About ITM Group of Institutions

Founded in 1991, ITM Group of Institutions is one of the fastest growing higher education institutions in India.

Started by Dr. P.V. Ramana, ITM Group has today gained tremendously in size and recognition, with thousands of Alumni and over 9,500 students enrolled in its programs offered at campuses across India. The Group has been quick to expand its footprint since its inception.

In its pursuit of world-class education, ITM has strong collaborations with premier Universities and schools from around the world. These help in keeping curricula updated, exchanging students and offering new programs. Some of our premier collaborators are University of Denver, Queen Margaret University, EM Normandie, RMIT Australia & University of Derby.

ITM Institute of Design & Media (ITM IDM), formerly known as ITM Institute of Fashion, Design & Technology was established in 2010, as part of ITM Group's long-term initiatives to create specialized, career focused undergraduate study options for students. ITM IDM has set the standard for design education in India.

- ITM Business School, Navi Mumbai (1991)
- ITM Business School, Bangalore (1992)
- ITM Executive Education Centre (1992)
- ITM Business School, Chennai (1993)
- ITM Business School, Warangal (1994)
- ITM Global Leadership Centre (2002)
- ITM Institute for Hotel Management (2002)
- ITM Institute of Financial Markets (2003)
- ITM Institute of Health Sciences (2008)
- ITM Institute of Design & Media (2010)
- ITM University, Raipur (2012)
- ITM Skills Academy (2012)
- ITM Vocational University, Vadodara (2014)
- ITM University Online (2014)

** ITM Group Of Institutions is a leading group of Institutions which offers diverse programs in Management, Engineering, Hospitality, Design, Life & Allied Sciences, Vocational and Skill development and other allied programs.*





Message from the Chairperson

Dear Student,

“Since 1991, the ITM Group of Institutions has been at the forefront of business and technical education in India. While we started out as a business school, our roots have always been in technology, design and media. Before I founded the ITM Group, my career spanned various fields, including a memorable tenure as the CEO of International Manufacturing & Trading at Grasim- a part of the Birla Group and prior to that, as Managing Director of the TTK Group -both focused on the development of the textiles and clothing industry in India and the world.

ITM Institute of Design & Media is our effort to bring the ‘ITM Experience’ to an industry that has grown tremendously in the past decade.

The fashion and interior design revolution has brought worldwide opportunities to our doorsteps and the design industry has accepted the talent of Indian designers. The institute has acknowledged the ambitions of students, and has been offering global exposure and understanding of international standards. We focus on transforming innovative students into highly skilled designers who can sense the market needs, and understand design and its significance in our society.

On behalf of the ITM Group of Institutions, I welcome you to the ITM Institute of Design & Media and wish you the best in your career”.

- Dr. P.V. Ramana
Chairperson,
ITM Group of Institutions

3D PERSPECTIVE VIEW



INTERIOR





Interior Design Industry

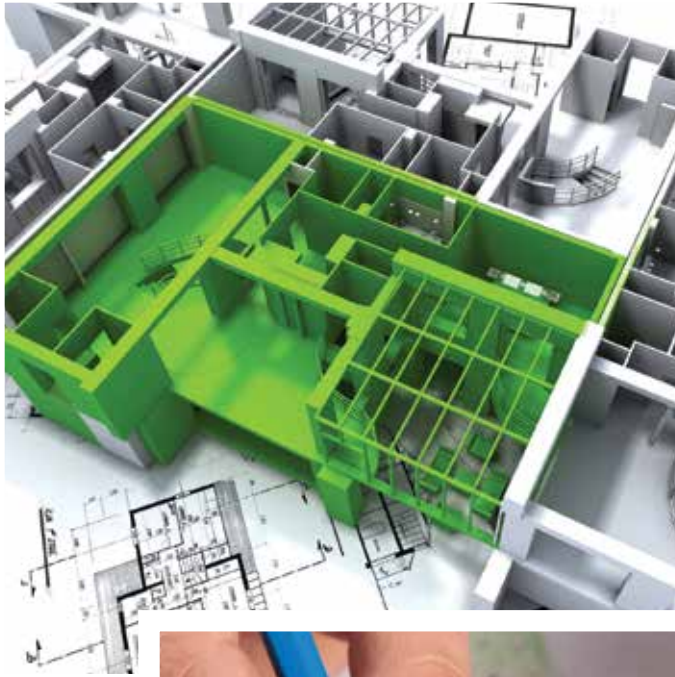
Interior designing has travelled a long way and has gained autonomy from Architecture and has stepped beyond the arena of decoration and furnishings. It is rapidly rising in India as a profession, a passion and as a very successfully growing business. Given the current day scenario, it is indeed difficult to fit all the trends signifying India into a few pages. India is faced with the challenge of introducing new interior design education options that will not only increase the number of professional designers in the country, but also set guidelines for practicing environmentally and socially responsible design.

Interior designing as a full time education has become serious and popular in the last few years.

ITM Institute of Design & Media has taken a conscious step of transforming creative talent to channelize their resources to attain global exposure through its collaboration globally.

The Interior Design course offered at ITM Institute of Design & Media is a 3 year B.A. Degree in Interior Design. The course considers the range of factors which affect spatial development - such as Psychology, Technology and Tactility. Student is trained by experts who combine their capabilities by practice, research and design techniques.

With able learning resources ITM Institute of Design & Media equips each of its students to branch out with ample of career options.



Career Opportunities

CAD software Designer

As a CAD technician, you could find yourself discussing a particular design with the engineering team handling projects related to houses Buildings, Bungalows, Apartments. Working from a computer model of the design or changing detailed diagrams to creating eye pleasing spacious, intricate designs. It involves you in the production of electronic versions of the technical drawings with a pen and paper to a 3 dimensional layout.

Commercial Interior Designer

Within commercial design you could work on Offices, Restaurants, Banks, Malls, Hotels, and on and on. Within each of those specialties, you could be a project manager heading up the entire project or a draftsman or a specifier of products.

Interior Design Photographer

If you have ever glanced through any interior design publication, what catches your attention is high quality photographs that reveal the secrets of decorating homes, offices and retail businesses. You would need a knack to know how and what to click to enhance a particular design or to create a desirable look or feel of a design. With a knowledge about the designs and shooting angles you could wrap up to being an exceptionally amazing Interior Design Photographer.

Design Consultant

Plan, Design, and Furnish interiors of Residential, Commercial, or Industrial buildings. Formulate design which is practical, aesthetic, and conducive to intended purposes, such as raising productivity, selling merchandise, or improving life style. A job as an Interior Design Consultant falls under the broader career category of Interior

Exhibition Designer

Design an Exhibition to showcase events, trade shows, conferences, galleries and museums. Here your design plays an important role in enhancing the products on sale or exhibition

Furniture Designer

The process of furniture design demands creativity, business awareness and skills in marketing, finance, sales and manufacturing. Furniture designers produce designs for items of furniture and related products. These designs may then be mass produced or made in small batches or as one-off individual pieces. Designers may be involved in the design aspect of the work alone or they may be designer/makers, producing items from their own designs.

Institutional Interior Designer

Institutional interior design is a big part of your firm's identity. It tells customers what they can expect of you when they walk in the door, so it is vital that you've got a space that really speaks to your target customers. Smart institutional interior design is about creating an environment that creates efficiency, intelligence, and trust in what you have to offer.

Lighting Designer

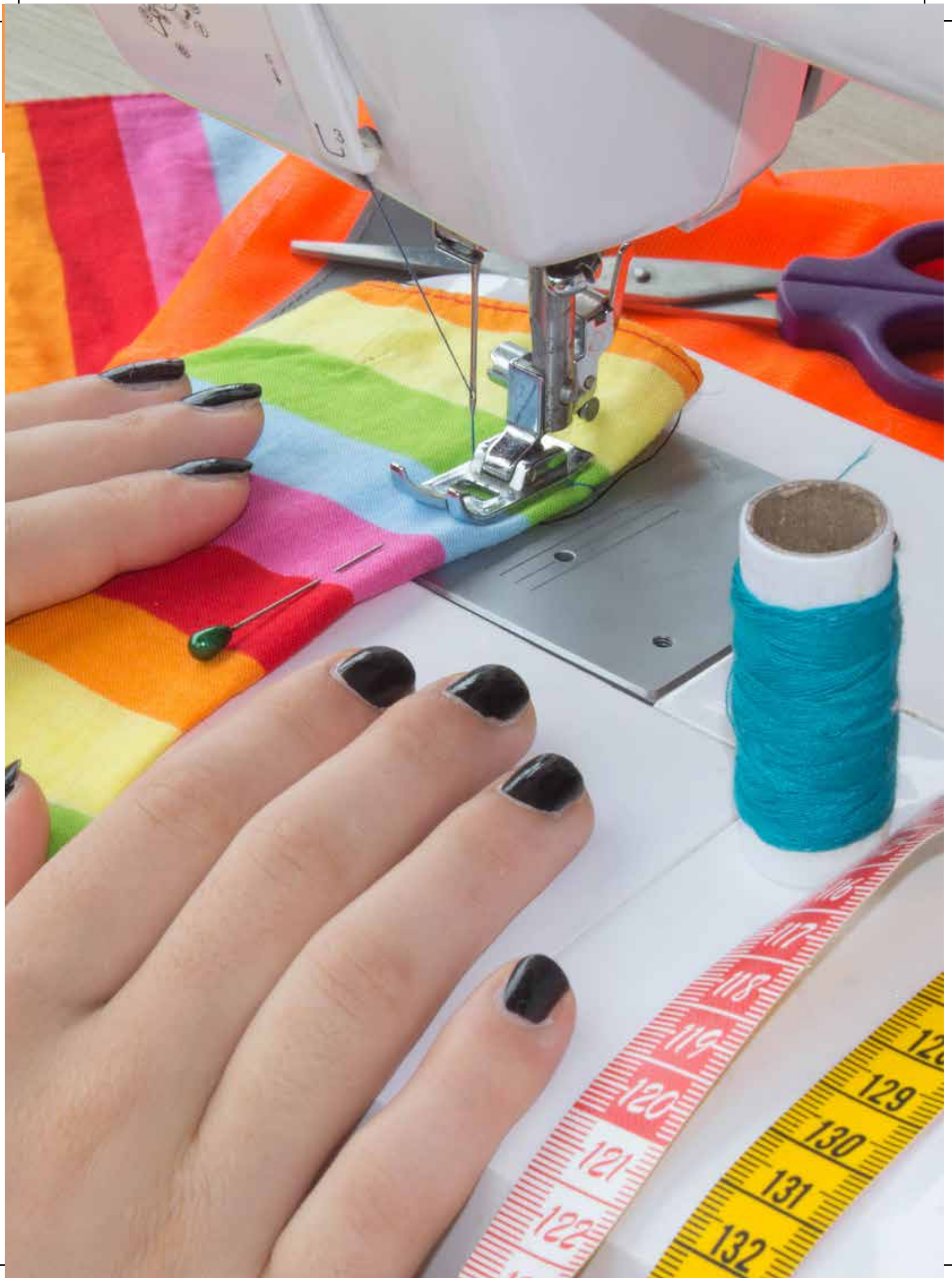
Lighting designers know how to make the best use of the subtle and powerful medium of light, creating effects that can be changed at will to match the mood of the action. You can learn how to achieve the desired "look" for the play.

Teacher / Faculty

It is a highly responsible job. The job requires immense patience to channelize students creative abilities. One needs to have thorough knowledge of the subject and needs to have the knack to teach.

Set Designer

To create the overall look of a theatre, television or film production. In the film and TV industry they are often known as production designers and in the theatre as stage designers. You'll need to be good at drawing and model making, imaginative, possess good communication & organisational skills and be able to work well under pressure.





Fashion Industry

'I wish I had invented blue jeans. They have expression, modesty, sex appeal, simplicity - all I hope for in my clothes.'
- Yves Saint Laurent

Did you ever wish that you had invented blue jeans? Do you dream of your designs adorning beautiful models as they walk the ramp to the applause of thousands of cheering fans?

Yes? Then you belong here - in the new center of the global fashion industry.

The world of Fashion today is not just an idea, a sketch on a sheet of paper or a milieu of colors and patterns, it's a reflection of cultures and societies. It is a mirror to our individual personalities and world economies. Its no wonder that the Paris Fashion Week that dates back to the 70's is still one of the most significant events in the Fashion Industry. This is undoubtedly the moment for you to literally 'Be In Fashion for Life', with the industry pegged to grow at a 200% rate in the next decade alone in Asia & Eastern Pacific and Indian Designers have taken the world stage by storm!

ITM Institute of Design & Media (ITM IDM) is one of the newest and most cutting edge fashion schools in Mumbai and Navi Mumbai- the place for aspiring designers to get a seriously fun, and challenging learning experience in the art, science and business of fashion. The Fashion Design course offered is a 3 year B.A. Degree in Fashion Design. The program is designed to reflect and respond to contemporary practice in the fashion industry. Student is trained by experts who combine their capabilities by practice, research and design techniques.

Fashion is a serious and rewarding career option today. With the fashion and retail industries booming, there is tremendous demand for talented fashion professionals across the industry. Career Opportunities in Fashion do not stop at design studios and retail. Graduates now have options in Fashion Communication & Journalism, Branding & Marketing, Event Management, Visual Merchandising, Fashion Buying, Textile Design, the list is endless.



Career Opportunities

Fashion Designer

Fashion designers create clothing and accessory designs, but their job is far more than merely sketching some new clothes. Among other tasks, designers draw and cut patterns to make sample garments, select fabric and trimmings, fit and modify the finished garment and, of course, keep up-to-date with the latest fashion trends (especially those of competitors!). Many designers specialize in a particular type of clothing or accessory, such as men's or women's wear, children's wear, lingerie etc.

Costume Designer

Costume Designer is responsible for designing garments for a particular film or stage character/s. They are an important part of the production team. The designer needs to possess strong artistic capabilities as well as a thorough knowledge of pattern development, draping, drafting, textiles and costume/fashion history as well as awareness of poise in period dress, and be sensitive to the creative direction that the performer wants to take his/her character.

Illustrator

As the name suggests, fashion illustrators usually make drawings of clothes that have been designed by a fashion designer. Fashion illustrators can also work at magazines & newspapers, drawing clothes for articles and advertisements.

Pattern Makers

Pattern makers translate the designer's sketches into actual patterns that will be used for production, so it's important that the pattern maker has good visualization skills and experience with fabric and body construction.

Fashion Forecaster

Fashion Forecasting is a global career that focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics and styles that will be presented on the runway and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry including Haute Couture, Prêt-à-Porter, Mass Market, and Street Wear.

Seamstress

Seamstress or Dressmaker is involved in custom clothing for men, women and children. They design or work on the given design to create a garment that most compliments the wearer/client. He/She needs to have a thorough knowledge of designing, fabrics, cuts and colors.

Buyer

Buyers develop the fashion themes and items for the season, search for the garments (sometimes traveling to do so) that best fit that theme, maintain contacts with suppliers and negotiate prices, and are sometimes even responsible for advertising & product placement in the store.

Fashion Consultant

Also known as Image consultant are responsible for creating the image of client by adding, subtracting or completely changing the wardrobe. A fashion consultant needs to be aware of different factors before making suggestions like body shape, role, society, culture, occasion, trends etc.

Stylist

A Fashion Stylist is responsible for selecting the clothing for to be published editorial features, print or television advertising campaigns, music videos, concerts performances, and any public appearances made by celebrities, models or other public figures.

Journalist

Fashion journalism is a term used to describe all aspects of fashion's print and electronic media. It includes fashion writers, fashion critics or fashion reporters. The most obvious examples of fashion journalism are the fashion features in magazines, news papers, blogs, T.V.

Teacher / Faculty

It is a highly responsible job. The job requires immense patience to channelize students creative abilities. One needs to have thorough knowledge of the subject and needs to have the knack to teach.

LAYOUT



LAUNCH



INTERACTION



INTEGRATION



- meeting with Steve & Tom @ 10:30 am
- marketing team
- best solution!
- big new strategy!





Visual Communication Industry

Visual Communication is a mixed discipline between design and information-development which is concerned with how media intervention such as printed, crafted, electronic media, digital or presentations communicate with people . Their talent lies not only in the traditional skills of the hand, graphics or through a variety of medium but also in their ability to think strategically in design and marketing terms, in order to establish credibility through the communication. Its process involves strategic business thinking, using market research, creativity, and problem-solving.

At ITM Institute of Design & Media, a 3 years BA in Visual Communication program is offered, to train students on combining art with technology. Students of BA in Visual Communication learn to attain creative designing and thinking as a visualizer. The program includes instruction in graphic design, animation, photography, and other creative and technical subjects. Students may have the opportunity to specialize in a particular area such as graphic and interactive design. There are a lot of job avenues that would be open to you when you enroll for this course.



Career Opportunities

Graphic Designers

Create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports. Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.

Creative Designer:

Works in areas of marketing and advertising to create various materials, such as product labels or brochures, that provide information about a company's offerings. They design these materials using paper sketches and digital illustration software. They will follow the process from concept to rough layout to prototype to completed project. Creative Designers could be Graphic Designers, Artists or Photographers. They generally work for multimedia companies or advertising firms. They can also be self-employed.

Exhibition Designers:

- Should be imaginative and creative
- Must have technical drawing skills, an eye for shape, colour and be able to think in three dimensions
- Must have good communication skills
- Be able to use computer-based design programmes
- Should have a keen interest in art and design.

Exhibition designers are responsible for the design and layout of shows and exhibitions, including

- Public exhibitions
- Trade and Industry exhibitions
- Air shows and other outdoor events
- Conferences
- Displays and exhibitions for museums, galleries and local businesses.

Magazine Designer:

Is responsible for the visual layout of a magazine. The magazine designer uses photos, graphics and other forms of artwork to create the covers and inside pages of a magazine. A thorough understanding of the magazine's target audience and analysis of market trends are necessary to make a magazine more visually appealing than that of the competition.

Skills required for magazine designer are:

- Advanced computerskills, including graphic design software such as Adobe InDesign and Photoshop.
- Able to apply creativity to technical work.
- Marketing skills. (are necessary to find work, if working as a freelancer)
- Able to schedule and prioritize tasks.
- Excellent attention to detail.
- Able to work effectively with other professionals, such as writers, editors, and graphic designers.
- Able to balance the various needs of a publication's visual layout, such as aesthetic appeal, advertisements, and captivating content.

Package Designers :

Work with clients and creative teams to develop eye-catching, cost-effective and safe packaging for products. They usually brainstorm, sketch and re-design their concepts based on client needs.

Package designers help clients meet marketing needs by creating attractive packaging for products using creative software and sketches. Strong interpersonal skills are often necessary, because package designers work with accountants and business professionals to create cost-effective packaging that meets consumer demands. They may also work with copywriters, marketing experts and other designers to ensure that packaging meets branding requirements and suits target audiences. Package designers may work as in-house designers for design firms or perform work on a freelance basis.

Digital or Multimedia Artists:

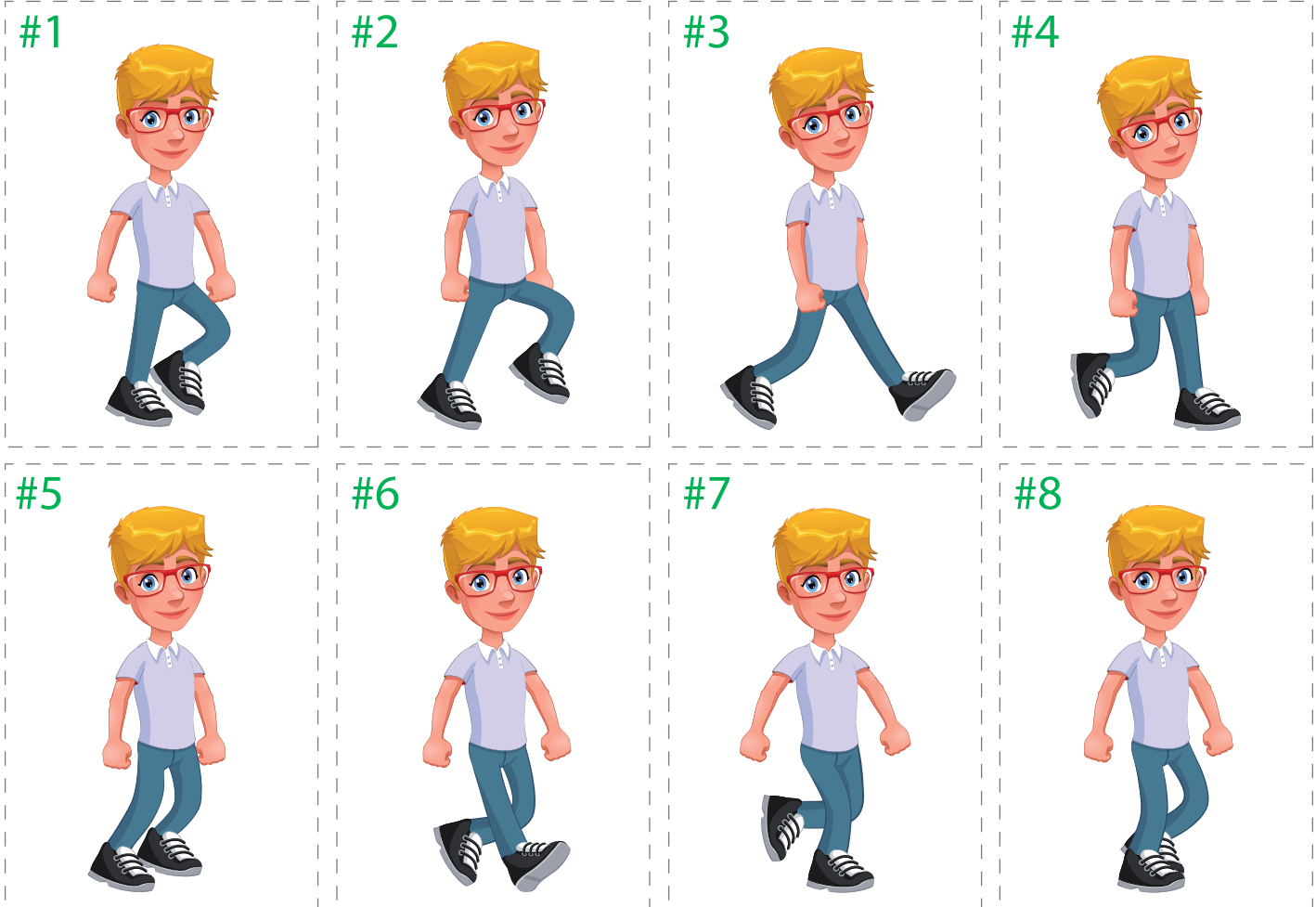
Use technology to make their artwork come alive. In addition to traditional art techniques, such as drawing and sculpture, digital artists use computer software to create 3-D animation, interactive website graphics, or digitally enhanced photographs. They may also develop storyboards for animation scenes and edit animation effects. Digital artists typically work in motion pictures, software publishing, and advertising firms.

Web Designer:

Creates the look, layout, and features of a website. The job involves understanding both graphic design and computer programming. Once a website is created, a designer helps with maintenance and additions to the website. They work with development teams or managers for keeping the site up-to-date and prioritizing needs, among other tasks.



Static Pose



Animation and VFX Industry

Animation and VFX are two booming streams of the entertainment industry. The rapid developments in new technologies have increased demand for animation and VFX artists across the world. The Indian entertainment industry has been quick to adapt to the digital age, according to a report from FICCI-KPMG, the current estimated worth of animation industry in India is Rs. 14.8 billion and it is expected to increase up to Rs. 20.9 billion by 2020 & the current worth of VFX industry is Rs. 43.5 billion and it is estimated to increase up to Rs. 87.1 billion by 2020. With exponential growth in both the industries the demand for professionals in the field of animation and VFX is also rapidly growing.

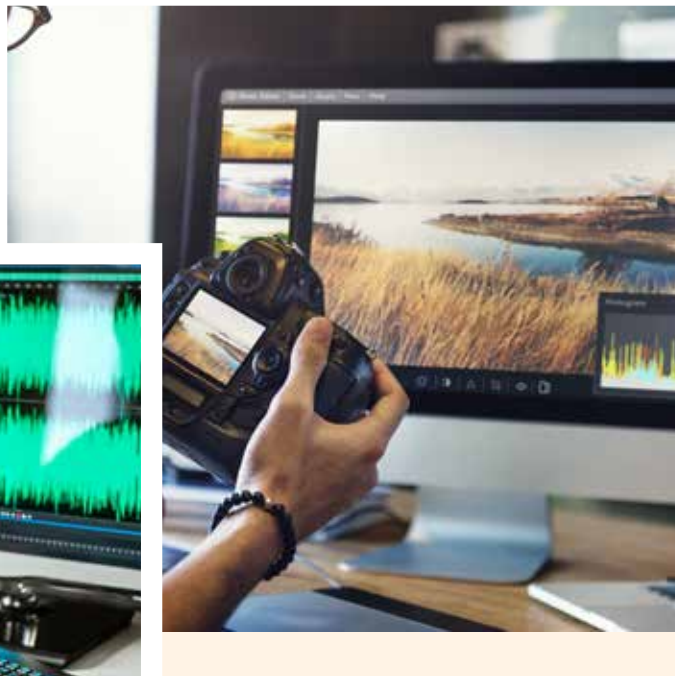
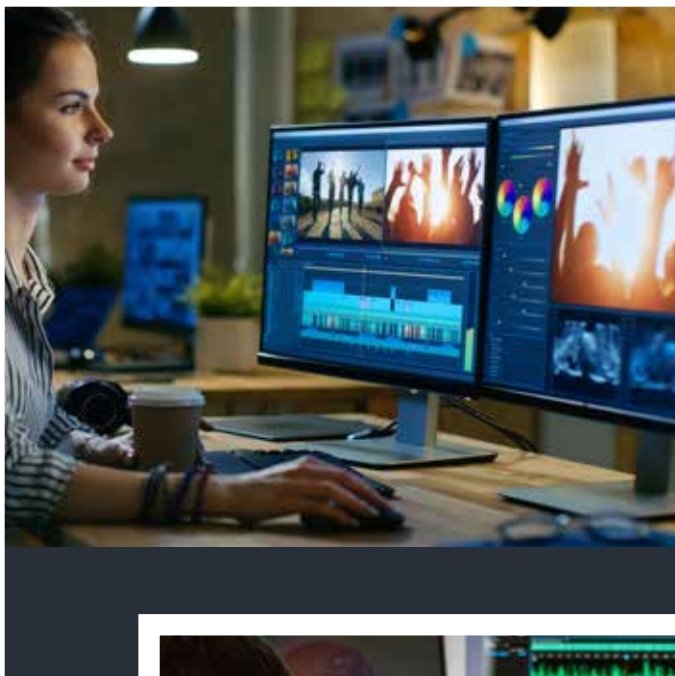
ITM has collaborated with iNurture Education Solutions Pvt. Ltd. to offer the new-age, one of a kind program in animation & VFX.

About iNurture Education Solutions Pvt. Ltd.

Established in the year 2009, iNurture is the pioneering organisation in enabling career-ready formal higher education in India. It strives to strengthen 'employability quotient' across the complete spectrum of adult learning - from colleges to corporate.

On the formal higher education front, iNurture supports universities and autonomous institutions to 'intelligently nurture' students through new-age undergraduate and postgraduate programmes. iNurture focuses on fast-growing, domains such as Information Technology (Cloud Technology, Information Security, IT Infrastructure, Mobile Application, Web Technology, Big Data, Artificial Intelligence and Internet of Things), Marketing Leadership and Innovation (Digital Marketing and Advertising, Brand Management and Communication, International Business, E-Commerce, Tourism and Hospitality Management, Sports Management and Luxury Goods Management), New Media (Digital Filmmaking, Visual Effects and Animation), Financial Services, Business Analytics and Design.

The iNurturePro certification programmes help ambitious industry professionals to upskill in various new-age domains and accelerate their career progress



Career Opportunities

Visualizer

A visualizer is someone who is able to convert the creative brief into a visually appealing layout. There are enormous opportunities present in the job market for a skilled visualizer. One can enter art houses, television production houses, interior designing, fashion houses, advertising agencies, media houses, the list is endless.

Storyboard Artist

Also known as a story artist, one is involved in creating storyboards for ad agencies and film productions or TV show. The growth rate for storyboard artist jobs is much higher and is predicted to rise in the industry of demand for high quality television shows and films.

BG Modeler /Character Modeler

Character Modelers are involved in using their artistic ability and computer savvy to create or modify characters for video games, animations and simulations. On being skilled you can work in industries like films, video games, commercials and marketing campaigns.

Texturing Artist

A texture artist will be skilled to paint surface textures on animated characters, environments, and props. Industries welcoming texturing artists are- animation studios, film and video production studios, for game companies, web design companies, graphic design firms, advertising firms, and even mobile technology companies.

Graphic Designers

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They work on a variety of products, including websites, books, magazines, product packaging, etc. The opportunities here are open in many industries like ad agencies, print industry, web designing industry etc.

2D / 3D Animator

2D animators create characters, storyboards, and backgrounds for animation in a two-dimensional space. Though the gaming and film and television industry are the leaders where the application in this profession is required, 2D/3D Animator experts are also in high demand in areas such as business, sales, engineering, education and advertising.

Production Assistant

Production Assistants are responsible for working with, and supporting, Production Co-ordinators or Production Managers, specially involved in creating online advertising videos for our clients. There are many opportunities in drama, music and light entertainment. They can also be involved in news agencies, advertising companies and news channels.

Illustrator

You will create pictures for books, magazines, blogs, e-zines and any number of types of publications. You'll work with commercial products and design textiles, greeting cards, wrapping paper and invitations. The possibilities are endless, illustration is a highly flexible field with many jobs in the market.

VFX S/B Artist

At the heart of the design and implementation of visual effects in multimedia storytelling is the VFX Artist. This individual works closely with the creative design and marketing teams to brainstorm and conceptualize new ideas. Since VFX is used in film, television, advertisement, print, electronic in all medium, there is a good demand for skilled artists across the market.

Match Movie Artist

Match Move Artists translate and imitate the camera movements in live action shots and match those movements in 3D. The role more often exists on special effects work, within facility houses or on projects that combine live action and computer graphics, specially in film industry.

Rotoscope Artist

Rotoscope Artists will create clear areas (mattes) within the frame to allow all elements of the scene to be layered convincingly by the Compositor. Opportunities exist in the field of production houses and creative boutiques on projects that combine live action and computer graphics.

Junior FX Artist

A junior FX artist will work closely with the superior to creating special effects using computerized technology. This career can include creating animations or fixing up details for companies involved in television shows, commercials, feature films, and other film media.

Junior Compositor

Junior Compositors are responsible for assisting the head of the department for constructing the final image by combining layers of previously-created material. They receive material from various sources including rendered computer animation, special effects, graphics, 2D animation, live action, etc.

Matte Painters

Matte painters will commonly work with live-action footage, digital still photography, rendered CG elements, and digital paint to create environments and visual elements for the film, video, or commercial and media sources.

Digital Lighting & Shading Artist

The lighting artist is responsible for taking into consideration the light sources of the live-action plate and applies virtual lighting to mimic the existing illumination within the environment. You can make a bright career in companies involved in visual effects or digital animation.

Junior Motion Graphic Designer

A junior motion designer will be ready to develop their existing skills by working with senior creative staff on a range of ambitious and innovative projects. Responsible for helping to drive the creative direction of campaigns, an understanding of typography, layout, animation and art direction.

An abstract geometric design featuring a large yellow trapezoidal shape on the left, a smaller brown trapezoidal shape below it, and a red triangle pointing right, partially overlapping the yellow shape. The background is white with faint crop marks at the corners.

*Programs offered at
ITM Institute of
Design & Media*







B.A. Interior Design

A 3 year full time UGC recognized University program , B. A. Interior Design is the most sought after qualification for students interested in pursuing a full-fledged corporate or independent career in interior designing. The program curriculum covers a broad range of subjects including the Basics of interior design, Building Construction, Drafting and Services, Building Material, Principles of Drawing, Furniture Design, Space Design Studio, Interior Product Design, Life Space Planning. The final year culminates in the development of individual Portfolios.

Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty/ stream. Those awaiting their 10 + 2 exam result this year may also apply.

Curriculum

Year 1

- Basic design - Theory
- Basic building materials & construction - Theory
- Primary services - Theory

- Basics of drafting - Practical
- Design studio - Practical
- 2D Computer aided drafting - Practical

Year 2

- Space planning - Theory
- Furniture, furnishing and finishes - Theory
- Advanced services - Theory
- Construction Technology - Practical
- Advanced Interior design - Practical
- 3D Computer aided drafting - Practical

Year 3

- Specialized services - Theory
- Advanced materials - Theory
- Professional practice - Theory
- Interior working drawing - Practical
- Speciality Interior design - Practical
- Market study and practices - Practical







B.A. Fashion Design

A 3 year full time UGC recognized University program, B.A. Fashion Design program. It is sought after and recommended for students interested in a career as independent fashion designers or as professionals in the apparel production and retail industry.

The course covers a wide range of subjects like Design Study and History of Art and Design which nurture the students design sensibility. While Technical Studies, Material Study and Surface Design Techniques strengthen their garment creation skills. Fashion Illustration and specialised design software courses enhance their fashion sketching and presentation abilities and add flair to their fashion illustration style. Special industry oriented subjects like Fashion Management and Apparel Production put the students in high gear for a corporate career. The students have assured industry interaction with our well rounded

Internship program and industry relevant Research Dissertation. In the Final year, the Graduate Collection and Fashion Portfolio not only prepare the students for what lies ahead but also give wings to their creativity.

Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty/ stream. Those awaiting their 10 + 2 exam result this year may also apply.

Curriculum

Year 1

Objectives - Fundamentals to form a strong base

- Design Study
- History Of Art And Design
- Material Study
- Fashion Illustration
- Graphic and Media Techniques
- Technical Studies

Year 2

Objectives - Advanced Study and Industry Orientation

- Fashion Management
- Cultural Influences in Fashion
- Apparel Production
- Surface Design Techniques
- Design Development & Creative Illustration
- Specialized Technical Studies
- Research and Development in Indian Fashion Practice

Year 3

Objectives - Professional Orientation

- Internship
- and Concept Development
- Fashion Research Dissertation
- Graduate Collection
- Final Portfolio







B.A. Visual Communication

The course is designed for students to practice as a visual communication designer which includes solving communication design issues for domestic world as well as for digital market. A 3 year full time UGC recognized University program, the curriculum of this course covers basic of communication design, design process, interactive media, product design, digital experience. Final year students get the opportunity to work on industry based projects and also making professional portfolio to enter into competitive communication design market. This unique course provides the experience of new technologies, latest softwares and live projects with global academic standard.

The curriculum gives students opportunities to draw, take pictures, create digital images, work with type, and design web pages. Instructors provide training in current design software and techniques. Studio classes

offer the same kind of equipment used in the industry. In addition to introductory courses in art and art history, coursework typically includes:

- History of visual communication
- Graphic design
- Typography
- Illustration
- Digital media

Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.

Curriculum

Year 1

- Basics of Design
- History of Art & Design
- Drawing Techniques
- Introduction to Graphic Design
- Idea Generation
- Branding

Year 2

- History of Advertising
- Illustration Techniques
- Graphic Design
- Photography
- Typography
- Packaging
- Signages
- Campaign Development
- Industry Interface

Year 3

- Advance Graphic Design
- Advance Photography & Editing
- Agency Management
- Dissertation
- Final Project
- Portfolio Development





B.Sc. Animation and VFX

This new-age degree offered is a one of a kind programme which imparts strong fundamental knowledge and practical idea of the fast-growing animation and VFX sector. The programme is designed by veterans who are completely aware of the needs of the industry.

The programme helps students to:

- Gain fundamental knowledge of the concept of art and basic principles of animation & VFX
- Learn the basics and advanced concepts of 2D and 3D animation
- Develop knowledge about storytelling, photography, compositing and motion design

Eligibility:

The candidate must have passed 10 + 2 exam from PUC/ISC/CBSE or equivalent board or a programme recognised as equivalent thereto by the university.

Curriculum*

Semester 1

- English I
- Effective Speaking and Analytical Skills - I
- Foundation Art I
- Material Animation
- Digital Art I
- 2D Digital Animation I
- 3D Animation I

Semester 2

- English - II
- Effective Speaking & Analytical Skills - II
- Reasoning and Thinking - I
- Film Appreciation and Analysis
- Storytelling
- Foundation Art II
- Digital Art II
- 2D Digital Animation II
- 3D Animation II

Semester 3

- Reasoning and Thinking - II
- Employability Skills - I
- History of VFX
- 3D Lab I
- Photography
- Pre-Production I
- Character Design Concepts
- Layout Design Concepts
- Compositing Techniques

Semester 4

- Employability Skills - II
- 3D Lab II
- Pre production II
- Lighting & Rendering
- Advanced Compositing Techniques
- Cinematography
- 3D Dynamics

Semester 5

- Professional Skills
- Project Management
- Match Moving
- Rotoscopy & Paint
- Stereoscopic Techniques

Elective 1

- 3D Animation & Rigging
- Modeling and Texturing
- Lighting, Shading and Rendering
- Fluid Simulation

Elective 1

- Sound Design
- Motion Graphics

Semester 6

- Major Project/ Internship
- Viva
- Project Report

* Subject to changes if any





Infrastructure at ITM IDM

Resource Centre

Resource Center is to facilitate creation of new knowledge through acquisition, organisation and dissemination. It brings together traditional library services with multimedia facilities. Resource Center provides high quality learning environment to all the students. It has rich collection of printed / electronic books / journals / audio visuals / case studies and reports along with array of fashion materials for students to browse.

Design Studio

It is a center dedicated to culture of lateral thinking. This is the place where you innovate / explore and create to generate design and fashion products. This lab consists of fashion / design archives. Here you can explore your identity with mix of colours and blends to create the style statement.

Garment Construction Lab

The latest in apparel manufacturing machinery, trimmings, fittings, pressing machines are available here. The lab houses overlock machines, button hole stitch, collar and cuff turning machines along with cutting machines.

Interior Design Workshop

On the journey from concept to realization, the ID Workshop offers a range of design and craft tools for the development of models, mockups and even small scale production.

Pattern Lab

The institute offers hands-on training on story boarding, pattern engineering, marker making with traditional techniques and later on with tuka tech technology and other softwares for enrichment of students.

CAD Lab

CAD lab provides the IT- enabled learning environment with objective of developing computer savvy professional. The lab is well equipped with latest design software and hardware at every work station.

Classrooms

Well equipped air-conditioned classrooms with A/V facility and all teaching aids.

Conference room

20 Seater conference room is available for students to present their work and share thoughts with faculty. Here students can share and collate information in professional way.

Teaching Methodology / Evaluation

Teaching at the institute involves a cohesive, contextual and nurturing environment for learning. The emphasis is on professional development providing a competitive edge to students. It involves sharing of work with peers and faculty and developing generic

skills also in the process. Students undertake classroom assignments / field visits / presentations / group discussions / self discovery independently and in groups. The interactive mode of teaching is supplemented by latest visual aids and it tools. The institute believes in practical exposure grounded with strong theoretical base.

The evaluation system aims at evaluating learning outcome in form of students knowledge / skills / attributes. It focuses on interactive industry projects / internships / surveys / assignments through out the year. Various juries judge students knowledge of subject with assessments like Term end project, design collection, viva voce. The evaluation system assesses the students ability to apply knowledge in daily life.

Accommodation

ITM IDM offers accommodation facility through a tie-up with a reputed hostel provider for its students. Both boys and girls to reside in separate hostels.



Beyond Academics

Our students get exposure of all round development by moving beyond academics to total personality enhancement. We give them opportunities to show case their talent at various forums and organize contests.

Spark Plug

Each year the students show case their talent at this event. Fashion designers and media spot budding talent and media will cover it extensively

Glitters

Extra curricular activities are closely linked with curriculum. Here the students exhibit their talent in dance and drama and other performing arts. The ITM students get double exposure since they shall be part of the ITM Group of business school and hospitality school, they will be participating in the festivals organized by our business school / culinary school which will lead to holistic development.

Fad-to-Fab

Each year students will be exposed to the industry in form of field visits / seminars from the experts. They shall be organizing events which will sharpen their management skills and present their work.

Leisure

These are the cultural clubs which shall be independently run by student teams. They shall learn to work in teams and develop leadership skill.

Feedback

Here student can speak up and appeal to the institution as per any dissatisfaction and the requirements.

Cafeteria

The food will never be the problem since our hospitality students will be running a professionally managed canteen for all the students on campus .

Inspirante

Every year we organize an Annual academic and model display exhibition named "INSPIRANTE". This exhibition is organised in our campus premises to showcase work of Interior design and Fashion design students. An industry professional is invited to inaugurate the event and brief the students on the Design industry. The visitors invited for the exhibition are the Design industry professionals and parents.

SPARKPLUG



2017



The annual design event...

Spark Plug is an annual Design event by students where the Graduating students showcase their creative identities and their work processes as they begin their professional careers. This event offers an exquisite feast for the eyes, for the design enthusiasts with a thrilling fashion and Interior design display. The show features a range of collection, from highly conceptual garments to ready-to-wear & high street designs.

The couture collections designed by student designers in 2017 were inspired by Wilted Flowers, World War 1, Classy Black, Gangs of Samurai, Greek Goddess Theia, Godfather amongst others.

The event witnessed the presence of Shalini Jaikaria (Founder of Geisha Designs), Nelson Jaffery (Head of Design at Birla Cellulose, Aditya Birla Group), Sanjeev Wadhvani (Creative Head Killer Jeans), Amit Nawani (Assistant Brand Manager, Siyarams), celebrity fashionista Sucheta Sharma (a model actress from the famous movie 'Fashion') and Priyanka Shah (an Indian actress and beauty pageant titleholder).



The students of the Interior Design department showcased their talents in the form of research folders, concept visual diaries, scale models of various projects.

Marlyn Pillay (Design head West region Colors division, Asian Paints) & Simi Ghanshani (Hafele India Pvt. Ltd.) from the industry appreciated the hard work of the students. Students also showed various prototypes, which were created in house.

Every year, our students make an effort to give designing an image beyond the world of fantasy. Their designs ooze enthusiasm and energy making them look so beautiful. Spark Plug will always strive to promote innovation in design and technology and fascinate people in the coming years as well.





Testimonials



Kavya Acharya
Visual Communication

“ My journey with ITM until now has been intriguing, experimental and filled with excitement. I have always wanted to become a designer and excelling in this field was like a dream for me. ITM has been guiding me through the different aspects of design in as many creative ways as possible and has made me believe in my dream.

It provides us with the perfect bundle, a blend of theory with a lot of practical work which eventually is going to transform into our careers. Be it exploring various facets of the world of design or actually, for real, exposing us to the world of design, ITM makes sure to do its utmost best.

Apart from the learning experiences, the faculty of ITM is the major factor for making it such a distinguished and professional place of learning. What I love most is, our teachers here don't just teach us, they make sure we learn, they make sure we make mistakes and that we explore not just the field of design but also, ourselves.

Overall, to be frank, joining ITM has made me closer to the dreams I thought were difficult to fulfil“



Imran Zamindar
Interior Design

“ The learning experience has been a great one. Not only did I learn everything that I had to know about Interior Design, but it also goes a step further and teaches you about the business aspects of the field as well.

The journey at ITM Institute of Design & Media had its own ups and downs. from sleepless nights to early mornings, every experience was delightful in its own way. Not only are the teaching but also the non teaching staff very supportive and helpful. Even my colleagues never stepped back when it came to giving a helping hand, we had a friendly competition all these years.“

Testimonials



Fiyoni Shah
Fashion Design

“ After a year full of anxiety and worries during my HSC, now it was time for me to select a college which would help me to pursue my career in Fashion Designing, and yes I can firmly say that I made the correct decision by selecting ITM IDM as the college for changing my dreams into reality.

The first day in the college itself was very enthralling as the teachers welcomed us with a big smile and since then, all the days have been amazing. The faculty is very well-experienced and there has not been a single time that our queries are left unsolved. May it be garment construction or our fashion illustration class, our teachers have made it all very interesting by organizing market and mall visits and many other workshops.

Recently we had an exhibition in our college, titled “Inspirante’ 2017”, for which we created different installations & creative illustrations and the experience was fantabulous.

Trust me ITM IDM has opened my eyes to many new things and new people and I am sure, that now my career is safe & I am going to build a bright future studying in ITM IDM.”



Justin Jacob
Interior Design

“ It has been one and half years since i joined ITM IDM. The faculties here are extremely supportive and let me to explore the world of design.

They have guided, lifted and motivated me wherever i was crestfallen. The best part of college is the workshop activity, where we get to think and design our own conceptual products. The college provided me with various platforms and activities, where I was allowed to showcase and explore the more in me. The college would always be my greater priority.”

Testimonials



Meghna J Nair
Fashion Design

“ A career in Fashion Designing has been a dream from the time I have decided that my future was in this very exciting world and ITM is my stepping stone to realize this dream. It was with some measure of nervousness that I entered ITM. Everything was new, the environment, the people, the academics. Entering this unknown territory was exciting as well as scary. ITM gave me an insight into what the world of fashion is all about. It is not purely academic that we learn here, it is hands on practical experiences too.

We are left at the deep end to swim but of course with able guidance. Everything that we do reflects our creativity and the faculty makes us feel that the campus is our second home. Guiding us, correcting us, being strict whenever necessary, they are the reason we feel home here. They inspire us to reach for the stars. Their experience in the field combined with their approach to each of us makes it a delightful experience to be studying here.

In between of course there are the moments of fun to which takes away from the stressful deadlines of submissions. I look forward to new horizons in ITM. ITM has been the best thing that has happened to me.”



Prachiti Mhatre
Interior Design

“ The best thing about the college is that the faculty is supportive and co-operative.

There are two annual events arranged which gives more exposure and various activities such as educational trip, industrial visit, seminars are conducted for better learning. I personally found the teachers to be incredibly helpful, also the activities and workshop held, helped me throughout.”

Testimonials



Darshita.D.Waygankar
Fashion Design

“ My Journey in ITM has been great and I think it was the best decision of my life to join this college. ITM emphasis on professional development providing a competitive edge to students. The institute believes in practical exposure grounded with strong theoretical base. I don't think I could have done so well without the help of my great faculties who always supported and encouraged us thought out the course. They believe in Quality teaching instead of quantity teaching. This College has advanced equipment which helps us to achieve professional milestones.

I learned how to apply the theoretical knowledge in practical way. Industrial Visits also helps us to have a first-hand experience of how a corporate entity actually works. The institute has a placement cell which works along with final year students for, interviews and ensuring placement at the end of the program.

It has been a pleasure to work under such a guidance offered by the faculties in terms of knowledge. Overall It is the best experience to study here and I would like to Thank ITM for immense care and intensive knowledge given here.”



Ganesh Bhandari
Interior Design

“The journey of 3 years in ITM institute of design & Media as a student enhanced my knowledge towards interior design stream including Conceptual and Technical details, Softwares like Auto cad, 3dsmax, Photo shop, and sketch up were taught to make our drawings accurate to read.

Faculties were supportive & quick at solving our doubts, there were also industrial visits conducted at Nitco tile factories, Hettich fittings, Modular office furniture etc. Every faculty teaching us are either working on-site or have worked earlier imparting us real practical knowledge. Services have been taught in detail which help us to combine our design with services like A/C ducts and other electronics. We also learned a lot about materials, their dimensions, their uses in different areas.

College offered internship for 6 months under Ar. Shashi Sharma which made me capable to work on-site & to deal with clients. Some of the projects done under him were :

- a) Hotel Amber International - sakinaka.
- b) Vardoli row house – Palgha
- c) Dental clinic – sakinaka“

Hands-on experience & Placements

ITM Institute of Design & Media's prime objective has been to create a critical mass of highly competent technical professionals in the area of Fashion and Interior Design capable of providing leadership to the Indian Global Industry.

ITM IDM Professionals are some of the most creative mind the country, who go through a very stimulating and challenging academic schedule that sharpens their faculties and prepares them to face any challenge in the ever changing world of Fashion & Interior Design.

ITM IDM facilitates graduating students to enable them to start their career in challenging positions.

Today, ITM Institute of Design & Media alumni are working in major brands across the country. The placement cell works round the year to create internship and placement opportunities for all its students. To name few:

Salim Asgarally
Richman's Clothing
Libas
Wardrobit Consultants Pvt.Ltd
Maneka Harisinghani
Shaalin Designs
Hafele
Furnishq
Nestopia
Fashion 205
Vous Decor
Space Edge Interiors
Praxis Home Retail Limited





Admissions

- Application forms may be purchased at a cost of Rs. 1000 /- payable by cheque/DD in favor of "ITM Edutech (India) Ltd A/c - FD", payable at Mumbai.
- Application forms can also be filled online at www.itm.edu
- Applicants must select the program and submit the completed application forms along with application fees.
- Upon submission of application, selected candidates will be called for a personal interview and portfolio screening and/or a situation test.
- Applicant will be eligible for admission only after an offer letter is issued and received.
- Admission will be confirmed only after submitting the required documents, as mentioned in the admission form and admission fees received, as mentioned in the fee schedule.

Internships



Sania Penkar
Interned as Interior Designer

“After putting in some thought, I decided to go for interior designing and today I am really glad I chose ITM Institute of Design & Media for my choice of course. In the past 3 years, the staff at ITM has covered with us few of the most important aspects of design.

Thanks to this, I was able to qualify for an internship in my second year. I have interned with two firms, Furnishq and Vous Decor. These internships were a result of campus interviews. Both the firms are design firms majorly dealing with modular furniture and space design. I worked part time as their junior designer and also got some on-site experience involving active interaction with the client in order to cater to their requirements.

With furnishq, I started off with furniture designs and later went on to create sample apartments in 3D. At Vous Decor, I was given the opportunity to deal directly with the client, deal with the preliminary site work, design their spaces and finally interact with the site supervisor. Both the internships together gave me just the right kind of experience required by a beginner“.



Prashik Satpute
Interned as Fashion Designer

“ Known as one of the eminent Fashion design house, with vast experience in the field of custom Men’s Fashion, Richman’s have established their reputation through quality work which is classy and great value for money.

My time at Richman’s clothing was a rewarding and valuable experience. I got to work in a professional environment which a fresher needs. I was presented with many opportunities and challenges to develop my skills and knowledge. Overall, this internship has refined my skills with regards to clothing construction and also improved technical knowledge.

It was a great experience working at Richman’s.”

Internships



Amatullah Unwala
Interned as Interior Designer

“My internship experience has taught me more than I could have imagined. In SYBA I got to intern with a free lance Interior designer Mr. Huzefa Nasikwala at Mazgoan. This job taught me about site execution, managing client and contractor and how drawings change while execution.

I worked under him from September 2014 to August 2015. In the end of my 3rd year I was offered internship from Furnishq as a 3D designer for a period of 2 months.

After I completed my internship with Furnishq I was offered a job with Hafele Ind. Pvt. Ltd as an interior designer at their display center in Bhandup.

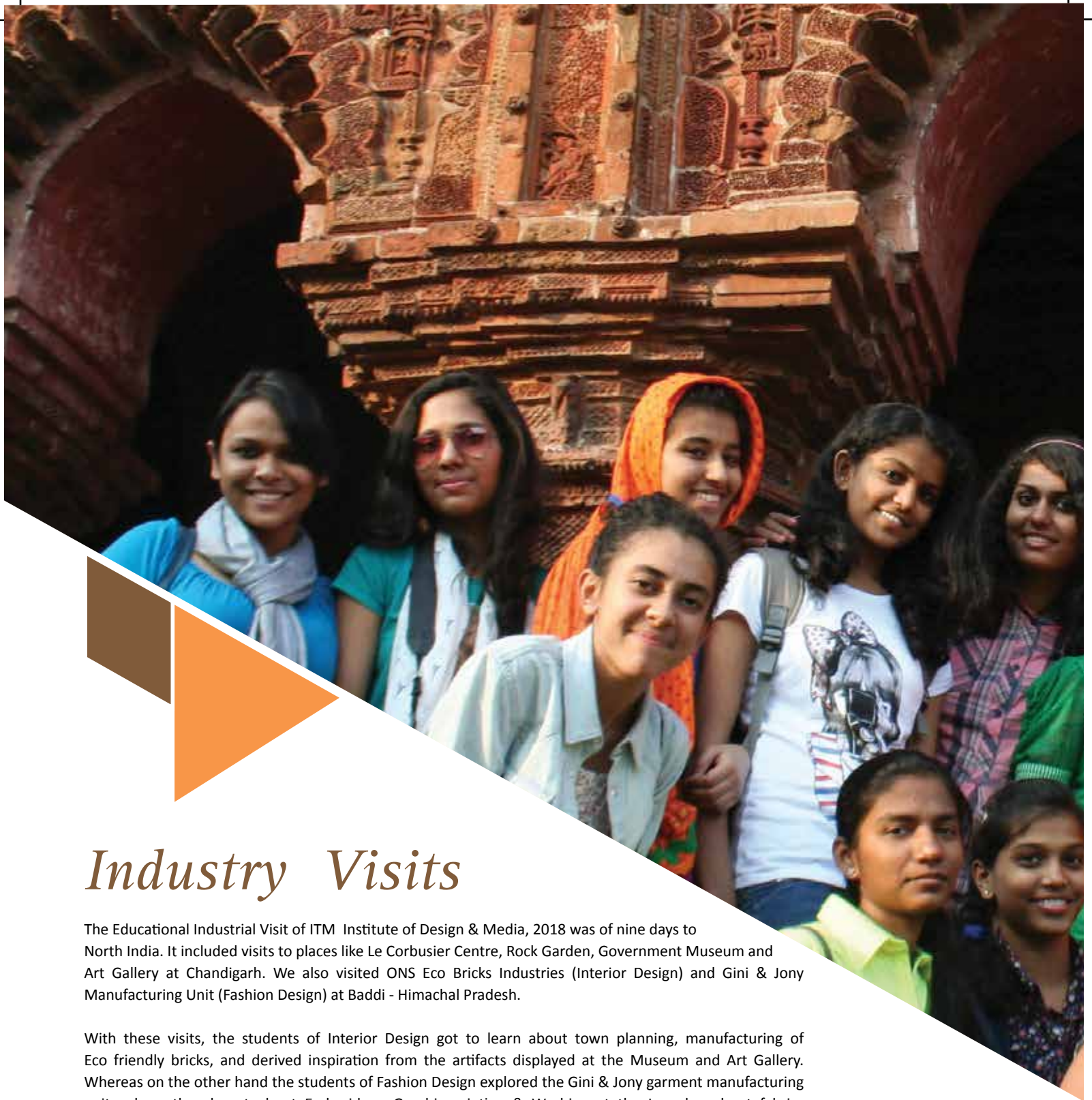
It proved to be a positive learning experience. It really helped me both on personal and professional front”.



Mira Prabhakaran
Interned as Fashion Designer

“ My Internship period was one among the most amazing work experiences I could ever have had. I witnessed the basic work processes of the Fashion industry and how things go on - from the body forms to models on the ramp. It is crazy hard work trust me! To the people outside, Fashion is a very easy thing. But to understand, work, study and bring out Fashion you really need to put your sleepless nights into it.

I worked at Libas Riyaz Gangji at Juhu, with excellent wedding outfits for men & women. As I joined the first day, I had decided this is what I am going to do for the rest of my life. I got a great chance to explore and brush up the men’s wear. Learnt new aspects, for eg: attending client’s personally to match their needs, sampling to give clients a better idea of look of the outfit with all the embroidery done, costing, dealing with the embroidery karigars & masterji’s. I was made to work from scratch and in the process I learnt to work with constraints. Freedom of designing was a notion that I always felt. Riyaz Sir & Reshma Ma’am, other employees were very friendly which made working environment very pleasant & I was treated well among them. With workplace like this, I could not asked for more.”



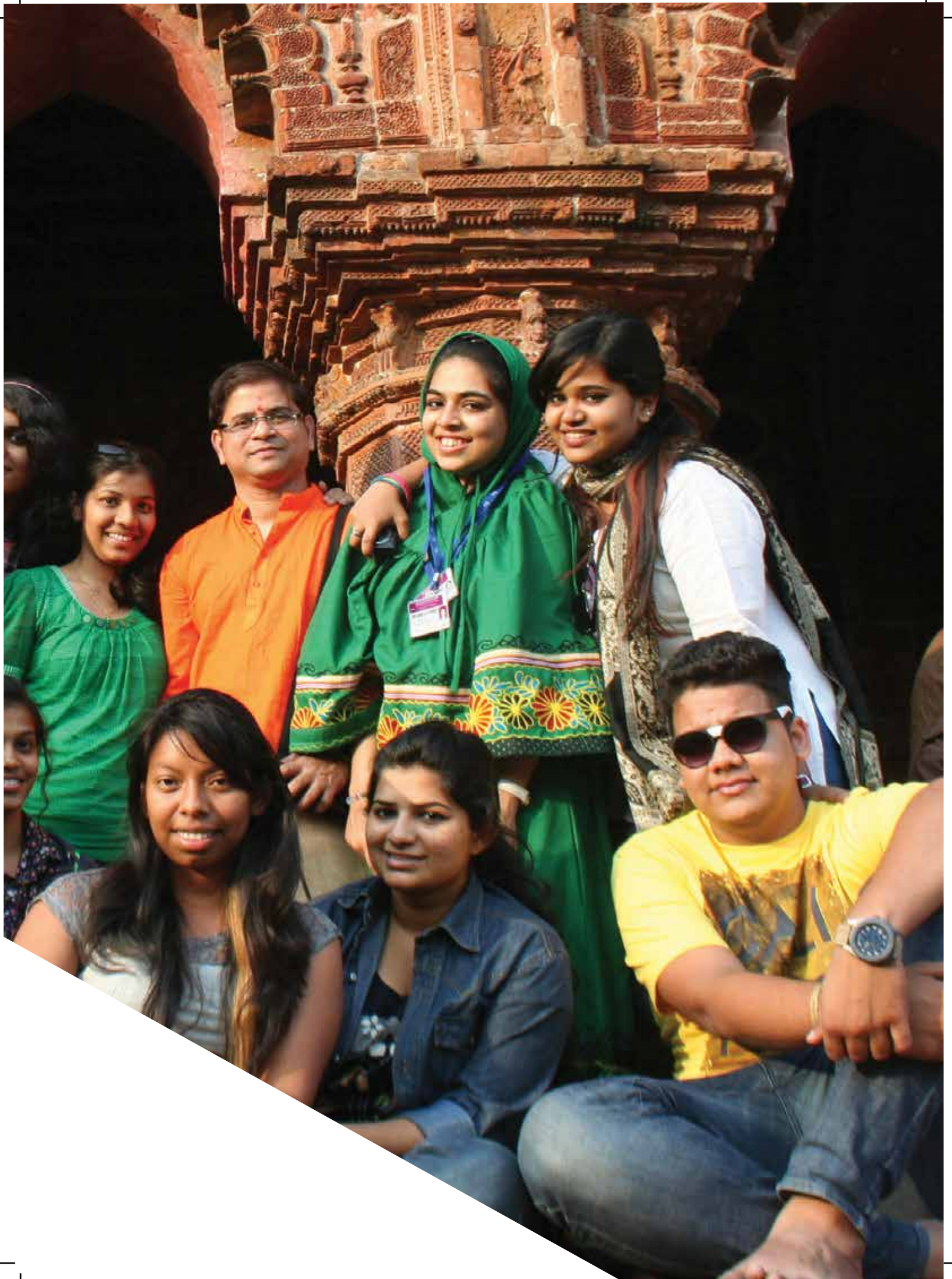
Industry Visits

The Educational Industrial Visit of ITM Institute of Design & Media, 2018 was of nine days to North India. It included visits to places like Le Corbusier Centre, Rock Garden, Government Museum and Art Gallery at Chandigarh. We also visited ONS Eco Bricks Industries (Interior Design) and Gini & Jony Manufacturing Unit (Fashion Design) at Baddi - Himachal Pradesh.

With these visits, the students of Interior Design got to learn about town planning, manufacturing of Eco friendly bricks, and derived inspiration from the artifacts displayed at the Museum and Art Gallery. Whereas on the other hand the students of Fashion Design explored the Gini & Jony garment manufacturing unit, where they learnt about Embroidery, Graphic printing & Washing at the Laundry, about fabrics and surface ornamentation techniques that were displayed at the Museum and were also inspired by the paintings viewed at the Government Museum and Art Gallery. We got to explore the abstract nature of the Rock Garden and the way it was aesthetically created using waste materials such as bangles, ceramic sockets, steel drums, pots etc.

To conclude briefly, this educational visit was completely mesmerizing and this will surely reflect in our upcoming projects.

- By Justin Jacob (Interior Design) & Arpita Mishra (Fashion Design)



Social Initiatives

ITM Institute of Design & Media (formerly known as ITM Institute of Fashion, Design and Technology), a leading design school in Mumbai actively promotes social responsibility and citizenship role among the students. The students of ITM IDM are continuously encouraged to participate in several CSR activities and as apart of this they have been involved in designing the uniforms for the children of NGO 'SEAL'.

SEAL (Social & Evangelical Association for Love), situated at New Panvel, rescues the destitute, give them food, shelter and supervised medical care. Thereafter they find out the whereabouts of the person and reunite them with their families. If no one comes across to receive them, then SEAL becomes their permanent abode.

Today, SEAL is one of the major referral points for more than 25 NGOs, Mumbai Police, Navi Mumbai Police, Railway Police, Medical Colleges, Municipal Hospitals and well-wishers in the city.

The ITM Group has established the Center for social initiatives to instill the sense of social responsibility among its students. As a part of the activities of Centre for Social Initiatives (CSI), the ITM Trust has established a Home for Girl Children in Kanchipuram, Tamil Nadu.

In 2004, the trust also commented operations in its first ever primary school in the same city. This school, affectionately called "Kanchi Kids", is designed for further development into a full-fledged primary/secondary education center with a focus on providing world-class education to economically and socially underprivileged children.









GDC 34 M
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PRO-TECH

Years
GUARANTEE

BOSCH



ITM Institute of Design & Media

Formerly known as ITM Institute of Fashion, Design and Technology

Oshiwara Campus: 6th Floor, ITM-HVPS Campus, Plot No A 21, Next to Raj Rani Malhotra School, Shantivan Mhada Lane, New Link Road, Oshiwara, Andheri (W) Mumbai 400 053.

Contact: +91 84339 73134 / +91 22 2634 4451 / 52

Nerul Campus: 5th Floor, Plot D-222/28, Near Bafna Motors, ABB and Airtel Lane, MIDC, Shirvane-Nerul, Navi Mumbai - 400 706.

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