

Working with Vectors (Corel Draw)

No. of hours: 30 – 35

Fees: Rs.4000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- Introduction to Corel Draw
 1. Getting Started
 2. The CorelDraw screen elements
 3. Viewing Drawings
- Customizing Options
 1. Basic Drawing Skills
 2. Selecting and Manipulating Objects
 3. Drawing and Shaping Objects
 4. Arranging Objects
 5. Assignment
- Using Text and Color
 1. Text Overview
 2. Color Overview
 3. Working with Color
 4. Working with Paragraph Text
 5. Special Text Effects
 6. Assignment
- Working With Objects
 1. Outlining and Filling Objects
 2. Using Symbols and Clipart
 3. Transforming Objects
 4. Assignment
- Adding Special Effects
 1. Special Effects
 2. Assignment

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- Creating Output
 1. Exporting Drawings
 2. Printing Layouts and Layers
 3. Special Page Layouts
 4. Arranging Objects
 5. Using Layers
- Project Work

Grooming and personality Development

No. of hours: 25

Fees: Rs.3000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- Personal Hygiene & Beauty Care
 1. Usage skin care products
 2. Variation in accordance to seasons
 3. Products for hygiene
 4. Products for beauty care (such as soaps/face washes/cleansers/toners/creams)
 5. Product Mix

- Skin Care Products
 1. Skin care products for different ages
 2. Skin care products for different seasons
 3. Products used for skin care
 4. Products used for home remedies
 5. Composition of products
 6. Components and its effects (milk/oils/turmeric /sandalwood powder)
 7. Application

- Personal Etiquette
 1. Table manners
 2. Types of crockery to be used for different cuisine
 3. Types of cutlery to be used for different cuisine
 4. Methods to set up a table for different meals
 5. Methods to set up a table for different occasions

- Wardrobe Planning
 1. Planning wardrobe according to social events
 2. Planning wardrobe according to climatic changes
 3. Types of clothing
 4. Clothing with reference to office, party, casual, nightclub, formal gatherings
 5. Geographical area and its influence on clothing

- Poise& Posture
 1. Correct body language
 2. Body movements (Kind of hand or leg movements)
 3. Public/eye contact
 4. Voice modulation

Indian Embroidery

No. of hours: 30 – 35

Fees: Rs.3000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- Basic Stitches

- (a) Flat Stitches

1. Running Stitch
2. Back Stitch
3. Stem Stitch
4. Satin Stitch
5. Herringbone Stitch

- (b) Loop Stitches

1. Chain Stitch
2. Lazy-daisy Stitch
3. Button hole Stitch
4. Fishbone Stitch

- (c) Knotted Stitches

1. French knot Stitch
2. Bullion knot Stitch

- Combinations of stitches & work styles

1. Lazy-daisy, stem French knot and bullion knot stitches.
2. Satin, chain, button hole stitches & different types of edges (hem stitch, scallops, lace & rolled hem)
3. Mirror work.

- Theory

1. Embroidery tools & equipment.
2. Categories of basic stitches of hand embroidery-their techniques and applications.
3. Embroidery threads and their classification.
4. Selection of threads & needles according to the texture and fibre of the material.
5. Tracing technique.
6. Tracing methods.
7. Ironing & finishing of the embroidered articles.

Jewellery Making

Learn foundation and bead based techniques required to make earrings, bracelets and necklaces. Be taught about the different types of beads and components used. Discover the different tools involved and when / how to use them. Learn where to buy beads and what you need to get started.

No. of hours:20-25

Fees: Rs.3000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- Introduction
- 1. Types of Jewellery
- 2. Types of Metals and Materials used
- 3. Budgeting and Costing of Jewellery
- 4. Brief about Jewellery Manufacturing (Methods and Techniques)
- Jewellery Making
- 1. 5 types of Earrings
- 2. 5 types of Bracelets
- 3. 5 types of Necklaces
- Methods and Techniques
- 1. Making Jewelry by Wire Wrapping
- 2. Making Necklaces and Bracelets by Stringing Beads
- 3. Making Jewelry by Gluing 1/2 Drilled Pearl Beads
- 4. Jewelry Using Stretch Magic Elastic Thread
- 5. Making Wire Beads Jewelry Using the Twist 'n' Curl Tool
(Making a Simple Wire Bead, Making a Complex Wire Bead, Anatomy of a Wire Bead, Twisted Wire Pendant and Making Wire Beads with Longer Coils)

Working with Bitmap (Photoshop)

No. of hours: 40

Fees: Rs. 5000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- About Photoshop
 1. Navigating Photoshop
 2. Menus and panels
 3. Opening new files
 4. Opening existing files

- Getting Started
 1. Exploring the Toolbox
 2. The New CS4 Applications Bar & the Options Bar
 3. Exploring Panels & Menus
 4. Creating & Viewing a New Document
 5. Customizing the Interface
 6. Setting Preferences
 7. Assignment

- Working with Images
 1. Zooming & Panning an Image
 2. Working with Multiple Images, Rulers, Guides & Grids
 3. Undoing Steps with History
 4. Adjusting Color with the New Adjustments Panel
 5. Masks Panel & Vibrance Color Correction Command
 6. Note Tool & the Save for Web & Devices Interface
 7. Auto-Blend & Auto-Align Layers Commands
 8. Assignment

- Resizing and Cropping Images
 1. Understanding Pixels & Resolution
 2. The Image Size Command
 3. Interpolation Options
 4. Resizing for Print & Web
 5. Cropping & Straightening an Image
 6. Adjusting Canvas Size & Canvas Rotation
 7. Assignment

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- Basic Selections
 1. Selecting with the Elliptical Marquee Tool
 2. Using the Magic Wand & Free Transform Tool
 3. Selecting with the Regular & Polygonal Lasso Tools
 4. Combining Selections
 5. Using the Magnetic Lasso Tool
 6. Using the Quick Selection Tool & Refine Edge
 7. Modifying Selections
 8. Assignment

- Layers
 1. Understanding the Background Layer
 2. Creating, Selecting, Linking & Deleting Layers
 3. Locking & Merging Layers
 4. Copying Layers, Using Perspective & Layer Styles
 5. Filling & Grouping Layers
 6. Introduction to Blending Modes
 7. Blending Modes, Opacity & Fill
 8. Creating & Modifying Text
 9. Assignment

- Painting in Photoshop
 1. Using the Brush Tool
 2. Working with Colors & Swatches
 3. Creating & Using Gradients
 4. Creating & Working with Brushes
 5. Using the Pencil & Eraser Tools
 6. Painting with Selections

- Photo Retouching
 1. The Red Eye Tool
 2. The Clone Stamp Tool
 3. The Patch Tool & the Healing Brush Tool
 4. The Spot Healing Brush Tool
 5. The Color Replacement Tool
 6. The Toning & Focus Tools
 7. Painting with History

- Working with the Pen Tool
 1. Understanding Paths & the Pen Tool
 2. Creating Straight & Curved Paths
 3. Creating Combo Paths
 4. Creating a Clipping Path

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- Creating Special Effects
 1. Getting Started with Photoshop Filters
 2. Smart Filters
 3. Creating Text Effects
 4. Applying Gradients to Text
- Exporting
 1. Saving with Different File Formats
 2. Saving for Web & Devices
 3. Printing Options
 4. Credits
- Project Work

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Stylization

No. of hours: 20Hours

Fees: Rs. 3000

Evaluation method : There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to BMS performance grades.

• Body Types

1. To know different Body Types
2. What is Correct Clothing
3. The Common Body Types

• Colours

1. To know Correct Colours according to Body Types & Seasons
2. To know Prints according to Body Types & Seasons
3. To know Cuts according to Body Types & Seasons

• Trends

1. To know what Styles are In & Out
2. Styles according to Body Types
3. How to follow Trends & Styles & be in Fashion knowing 1's body type (eg-flairs/tight fits/pleats/accessories styles as to what is vogue)

• Ad Campaigns

1. Conceptualization of campaigns according to products & its usage
2. Mood board
3. Colour board
4. Marketing Mix

• Shoots

1. Managing a Fashion Shoot and Management.
2. Co-ordinating for Shoots with Themes
3. Co-ordinating for Makeup & Hairstylist
4. Shoot Location
5. Photographer
6. Models

• Backstage Management

1. How to Handle Backstage for Events
2. Co-ordination with Stars or Models
3. Co-ordination with Makeup & Hairstylist
4. Co-ordination with Choreographer

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5. Co-ordination with Light, Sound and Stage Technicians
6. Time Management
7. Labeling & Queuing Garments
8. Briefing Backstage Team with Flow Chart

Tie and Dye

Tie-and-dye patterns are greatly enhanced when the craft is carried out on a length of cloth, dyed with areas of plain colour or texture it. These can be placed at random, or planned to fit in with the proposed design. In the main background shapes and textures are obtained by adapting the normal methods of tie-dyeing so that larger areas can be patterned more easily and quickly. A creativity which can be developed with an open mind and wish to excel in life.

No. of hours: 25-30

Fees: Rs. 3000

Evaluation Method: There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to Mumbai University Grade performance grades.

- Introduction to Tie & Dye
 1. Historical Background
 2. Employment Opportunities
 3. The Dyeing Process
 4. Colour Theory
 5. Dyes & their affinity to Fabrics
 6. The process of Tie-Dye
 7. Equipment & Materials to be used for Tie & Dye

- Fabrics and Tie & Dye Process
 1. Identification of Fabric
 2. Tie & Dye on Silk
 3. Tie & Dye on Cotton
 4. Pre treatment of Natural Fabric

- Methods of Tie and Dye
 1. Dyes – Basic, Direct, Acid
 2. Textures – Marbling,
 3. Texturing - Twisting
 4. Knotting – Length, Square
 5. Knotting – Triangle, All over Design
 6. Binding – Stripes or bands, Circles, Spots, Clamp Tying,
 7. Folding – Simple Stripes, Edge Stripes, Folded Square,
 8. Folding – Rope tying, Stripes, Diagonal
 9. Using Cords & Ropes
 10. Several Techniques in one Design

Visual Merchandising

Students learn strategies and artistic principles of designing store layouts in order to best attract the attention of consumers. While sales are the ultimate goal of visual marketing, this course also covers the theatricality and flair of visual design within retail settings.

No. of hours: 25

Fees: Rs. 3000

Evaluation method : There will be 5 project work of 10 marks each and at the end of the course we will conduct an practical exam of 50 marks. Students will get grades based on their performance and it will be similar to BMS performance grades.

- Introduction to Visual Merchandising (VM)
 1. Introduction
 2. Concept of Visual Merchandising
 3. Objectives of Visual Merchandising
 4. Growth of Visual Merchandising
 5. Visual Merchandising in India
 6. Scope of visual merchandising in India
 7. Visual Merchandising as a Support for Positioning Strategy
 8. Prospects of Visual Merchandising
 9. Challenges in Visual Merchandising
 10. The common challenges
 11. Ways to overcome the visual merchandising challenges

- The Merchandise Mix
 1. Introduction
 2. Objectives
 3. Concept of Merchandise Mix
 4. Merchandise Line
 5. The Assortment of Products
 6. Assortment strategy
 7. Merchandise Mix of Show Off
 8. Role of a merchandiser
 9. Other Atmospheric in Merchandising
 10. Colour scheme, Lighting

- Store Management in Merchandising
 1. Introduction
 2. Objectives
 3. Types of Stores
 4. Location of a Store
 5. Types of retail locations
 6. Planning a Store Layout
 7. Various Types of Store Layouts

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8. Grid layout
9. Forced-path layout
10. Free-form layout
11. Boutique layout
12. Combined layout
13. Store Space Allocation
14. Heads of space allocation in a store
15. Managing Customer Navigation in a Store
16. General Rules of Customer Traffic in a Store
17. The Loop for Guiding the Shoppers through a Store

- Store Design and Display

1. Introduction
2. Objectives
3. Concept of Store Design and Display
4. Objectives of store design
5. Purpose and importance of display
6. Rules of display planning
7. Display Settings
8. Store Design
9. Exterior of a store
10. Interior of a store
11. Window displays
12. Merchandise Presentation Strategies
13. Colour blocking
14. Other techniques of merchandise placement
15. Physical materials used to support the display
16. Components of display
17. Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes

- Store Image & Security

1. Introduction
2. Objectives
3. Concept of Image Mix
4. Elements of Image Mix
5. Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees,
6. Elements that Levy Negative Impact on Shoppers
7. Change of Image
8. Security Issues

- Managing Communication for a Retail Store Offering

1. Introduction
2. Objectives
3. Marketing Communication
4. Thematic Communication
5. Methods of Communication, Graphics, Signage

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- The Present and Future of Visual Merchandising
 1. Introduction
 2. Objectives,
 3. Visual Merchandising at Different Stores
 4. Apparel store
 5. Furniture store
 6. Gift store
 7. Future Prospects of Visual Merchandising