



Media & Entertainment  
Skills Council



**Skill India**  
कौशल भारत - कुशल भारत



**IDeA**  
**WORLD**  
**COLLEGE**



"Classic design is the intersection of form, function, feeling and philosophy - in other words, the juxtaposition of emotion, reason, problem solving and aesthetic refinement. At IDeA World College, we use passion and imagination to design a better world"

**Thomas Abraham**  
Design Director

Author, Architect, Artist and Designer, Thomas Abraham an alumnus of IIT is renowned worldwide as thought leader in fields as varied as philosophy, theology and human relationships. An International Associate of the American Institute of Architects and Corporate Member of the Las Vegas Fashion Council, Thomas Abraham has made IDeA World College a magnet for the world's finest in design thinking and creative endeavour.

## **HELLO**

At the outset, let us congratulate you on your choice of IDeA for your institution of learning. As you know, we're among the most progressive institutes in the country and we take special pride in welcoming you to join us. In fact IDeA is widely considered to be finest learning environment in India.

## **IDeA WORLD COLLEGE**

IDeA WORLD COLLEGE is a subsidiary of the renowned IDeA Design House famous for its Architecture, Interior, Fashion & Art collection worldwide.

IDeA, today conducts the only major creative program that is attached to a Design Firm. This gives its students a unique advantage in that, they are the first to be exposed to the latest advances in the field and get a rare capacity to evaluate their hypothetical concepts with real ones in the field.

## CAREER EXPOSURE & PROFESSIONAL DEVELOPMENT

Under the brand Thomas Abraham for IDeA Design House, the students of IDeA World College get to participate as members of a world renowned design company (along with the world's leading design labels).

Our interior design students participate at the Architectural Digest Design Show - or equivalent - every year where they exhibit their work on par with design houses like Ralph Lauren, Fendi & Gauri Khan.

Every year we also participate as professional fashion designers at events like The Miss India pageant & other national & international fashion shows (along with leading design labels like Manoviraj Khosla, Neeta Lulla, Sunil Sethi, Rocky S and JJ Valaya).

In several seasons, IDeA Design House also sells both haute couture and furniture on **amazon** so that students get real life exposure in how to negotiate and sell to actual clients who use their furniture / garments.



THOMAS ABRAHAM  
*for*  
IDeA DESIGN HOUSE





## ABOUT MESC

Media and Entertainment Skills Council is a non-profit organization that was formed in 2012. It operates under the guidelines of NSDC (National Skills Development Corporation) which is a financial supporter of MESC while FICCI (Federation of Indian Chambers of Commerce and Industry) is the promoter of MESC. The council is registered under the Societies Registration Act, 1860. The major objective of the MESC is to generate industry-ready skilled manpower, vocationalization of secondary and higher secondary educational levels and also to enhance employability options for the youth through demand-driven competency-based modular courses. MESC plays an important role not only in opening doors for the youth but the long-term focus is on the revolution of M&E Education and Industry. The idea is to fill the gaps among the educated and employable to bring forth a reduction in the dropout rate in the secondary level of education.

### The Prime Purpose of MESC

- To conduct skill gap study and develop occupational standards.
- To initiate skills cataloguing for Media and Entertainment Industry.
- To determine skills/competency standards and qualifications and getting them noted as per NSQF.
- To create skills development plan with industry stakeholders, government agencies and NSDC to setup Labour Market Information System (LMIS). To ensure the standardization of affiliation, accreditation and assessment process aligned with NSQF guidelines as determined by NSQC.
- To identify and create of certified trainers and assessors across the Country
- To promote Academies of Excellence.
- To look into the specific skilling needs of ST/SC, differently abled and other minorities. • To plan and facilitate the execution of the Training of Trainers Program along with NSDC and states
- MESC also makes certain that the people getting training and skilling in accordance with the norms laid down are assured of employment at decent wages.



### **Unlock Your Creative Potential: A Journey Towards Success with Skill India Certificate!**

The Indian government established the "Skill India Mission" to improve the workforce's abilities in a variety of industries. Empowering people with appropriate skills and giving them the training, they need to fulfil the changing needs of the labour market is the main objective of this mission. It seeks to close the skills gap between what industries need and what the workforce possesses. This program also aims to boost young job prospects and encourage economic growth.

This is where the Media & Entertainment Skill Council is working towards creating a skilled workforce in the M&E sector with its Skill India Certificate. MESC's Skill India Certification is a valuable asset for everyone in the Media and entertainment sector. One of MESC's objectives is educating the public about the value of skill development in the M&E sector, which is crucial for staying up to date with the rapidly changing trends and technologies in this fast-paced field.

MESC facilitates the creation of a skilled workforce for the Media and Entertainment (M&E) industry by:

- Defining Clear Skill Standards: Setting industry-specific skill and competency standards.
- Promoting High-Quality Training: Collaborating with training providers to deliver effective programs.
- Providing Skill India Certification: Offering recognized credentials for M&E professionals.
- Advocating Skills Development: Raising awareness about the importance of skill development in the M&E sector.
- These efforts ensure that the M&E industry can meet its workforce demands and stay competitive.

#### The Benefits of Skill India Certificate for Professional Growth

- Govt recognized certificate
- Recognition of Skills
- Highlight Professional development
- Streamlining the Job search
- Enhance employability opportunities
- Advancing Career Trajectory
- Ease in education loan



BOMBAY REALTY  
— A BETTER LIFE —

PRESENTS

**BombayTimes**  
FASHION WEEK

AN INITIATIVE BY THE GROUP



THOMAS ABRAHAM  
*for*  
IDeA DESIGN HOUSE



THE ECO-MATRIX ROBO MADE OF ELECTRONIC WASTE DESIGNED AND FABRICATED BY STUDENTS OF  
ID&A WORLD DESIGN COLLEGE EXHIBITED AND AUCTIONED AT AD DESIGN SHOW, BOMBAY



OFFICIAL DESIGNER T  
ALL MISS INDIA FINALISTS IN EVENING G



TO FEMINA MISS INDIA  
DRESSES DESIGNED BY IDEA DESIGN HOUSE



## VISITING FACULTY



Prasad Biclapa  
Fashion Impresario  
India



Preeti Gopinath  
Director (Textile Program)  
@ Parsons, The New School, New York



Julian Roberts  
Fashion Designer  
London



Adrein Yakimov Roberts  
Fashion Designer  
London



Manuela Catania  
Architect & Fashion Designer  
Italy



Waseem Khan  
Photographer  
India



Katarina Mogus  
Instagram Influencer  
Canada



Shingo Sato  
Fashion Designer  
Japan



Rene Jensen  
Building Biologist  
Netherlands



Michela Ekstrom  
Architect  
Rome



Winner at  
World Architecture Community  
Awards 2020



Selected winner at  
German Design Council's  
Architecture Awards 2021



Muse Design Awards for  
Interior Design and  
Architecture

### Award winning State-of-the-Art Campus



Award Winner for Interior Design  
and Quality Infrastructure by  
Architecture and Interior Design  
Excellence Awards



BUILT Design Awards,  
USA Honorary Mention  
for Interiors and  
Architecture



Architecture MasterPrize  
USA Honorary Mention for  
Architecture

# OUR FIRST DEGREE BATCH TOPS BANGALORE UNIVERSITY RANKS



**N HARSHITHA**  
**(GOLD MEDAL)**



**TASMIYA KHANUM**  
**(BRONZE MEDAL)**



**BHUMIKA N T**



THE TIMES BUSINESS AWARD FOR BEST DESIGN EDUCATION  
FROM THE TIMES OF INDIA



aarushi  
ethnic day



THE  
**BOLT**  
SPORTS  
CHAMPIONSHIP







wide angle  
photography workshop



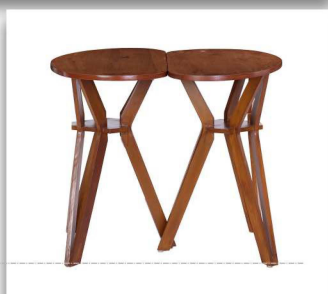
STUDENT PHOTOSHOOT FOR THE BLACK WIDOW COLLECTION



prologue  
fresher's day



LIVE PROJECT STUDENT PORTFOLIO  
THE TRANSFORMER FURNITURE COLLECTION



IDEA FEATURED ON AMERICAN TV IN FEB 2020

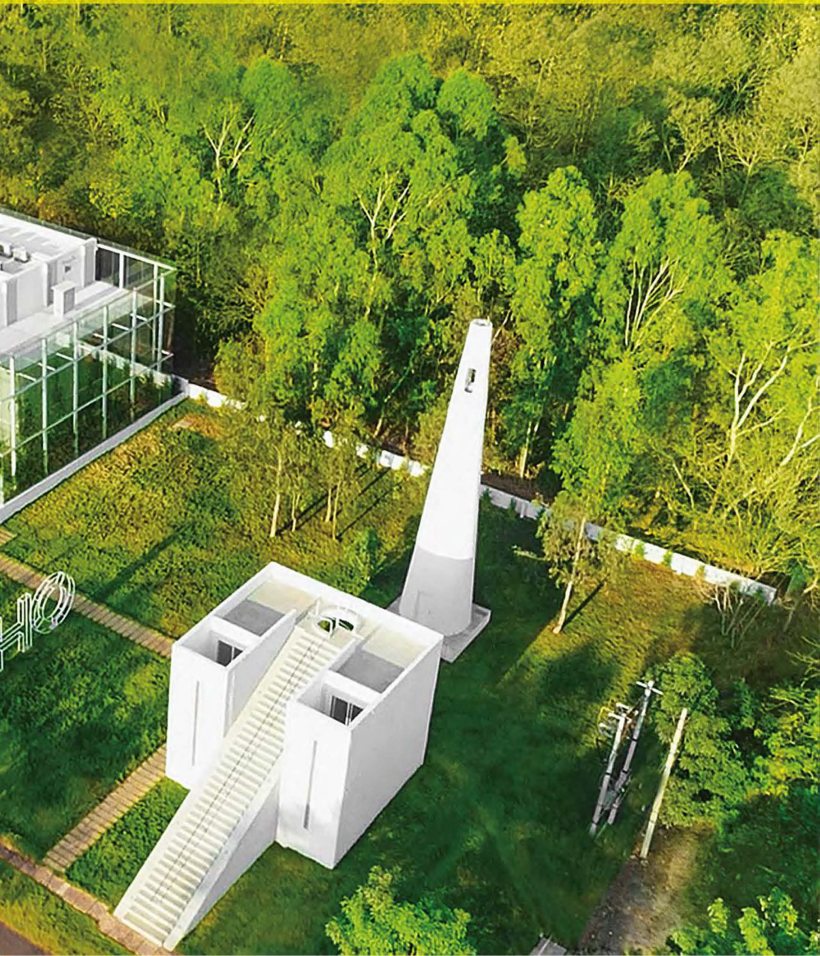


WASHINGTON DC, USA

Winner of a Gold and Platinum Marcom Award for their US 30 minute national television program.









CHRISTMAS CELEBRATION AT CAMPUS





DR . V . NARAYANSWAMI  
(PRINCIPAL OF IDEA WORLDWIDE)

DR. VIJAYKUMAR  
(BANGALORE UNIVERSITY OFFICIAL)

THOMAS ABRAHAM,  
(FOUNDER OF IDEA WORLDWIDE)

CHIEF GUESTS AT CONVOCATION



## BrIDeA - for the Bride in Every Woman

**BANGALORE, India, June 10, 2019** /PRNewswire/ -- Thomas Abraham for IDeA Design House had the world premiere of their Spring 2019 collection 'The White Repertoire' at the Times Fashion Week in the first week of June this year.



The collection that harked back to both the classics of modern design like Yves Saint Laurent and Elie Saab, as well as to the archetype mixture of femininity and feminism was in Thomas's words "the collection for women at the threshold of girlhood and womanhood, compassing everything in a woman – angel, princess, Valkyrie and warrior blending sass, charm, sexiness and power."

A ballroom gown is every girl's daydream, Cinderella's midnight dress in shimmer and white with specks of gold – the classic white girl–frock morphed into an adult's. In a way, it acknowledges that no matter how much we change, we are still the same inside, yearning to be Elsa in *Frozen*.

The White Repertoire showcase was a rare blend of Avant-Garde and Haute Couture, with the theatre of opera and the drama of salsa, in materials as varied as silk and georgette with crowns, headgears, frills and feathers, embellished by long trails like princesses in church aisles and movie stars at Cannes.

The collection's finale was the white-gold gown which transformed from white to gold with the swish of a hand. Modelled by current Miss India Anukreethy Vas, it was the classic bridal that ends most fashion walks – and yet unique in that it blended both the white of Western bridal gowns as well as the gold that's endemic to Indian weddings, because the modern woman is glocal (global + local), a mixture of where she comes from as well as what she wants to conquer.

Last season, Thomas Abraham was handpicked to design for all 30 finalists of Femina Miss India 2018 and is today, known as a trailblazing innovator in fashion, interiors, and architecture, creating some of the most scintillating collections unfurled in recent years.

At the moment, he's preparing to exhibit at fashion weeks around the world, including London Fashion Week and Paris Fashion Week – and is currently in the process of designing unique collections for each of them, for the Fall of 2019.

## Transforming Homes With the Whole New Transformer Collection

BANGALORE, India, June 17, 2019 /PRNewswire/ -- Thomas Abraham had the global debut of their Transformer Furniture Spring 2019 Collection on the 15th of June 2018. Inspired by the famous Shia LaBeouf Transformer movies where a car becomes a plane, a plane becomes a man or a man becomes a boat, the Thomas Abraham brand has been selling their furniture online for couple of seasons now. Thomas Abraham is a creative director at IDeA Design House.



As a trailblazing innovator in fashion, interiors, and architecture, (having been handpicked to design gowns for all finalists of Miss India 2018), the Thomas Abraham brand has created some of the most interesting collections in these domains in the past few years. An alumnus of one of India's premier institutions, IIT Kharagpur, Thomas Abraham is considered a rising star among new generation designers.

The Transformer Furniture Collection is constructed in sheesham wood, from renewable plantations that are environmental friendly and have low carbon footprints – and is specifically designed for the modern home.

Philosophically speaking, a piece of furniture that is a sofa in the morning that becomes a bed at night or a storage unit in the afternoon or a chair at dinner is according to Thomas Abraham "a miracle; we live in a time of low attention spans, quick boredom and instant results; and unlike in the past, people are constantly yearning for newness – for which the Transformer Collection is ideal because the same piece of furniture can be repeatedly morphed into different looks and forms with no additional investments whatsoever. The user can transform his entire interior from one season to another every time he wants a refreshed look – maybe for a day or a week or maybe the next 6 months." According to Thomas Abraham, it also limits the number of furniture pieces in a home, thereby providing every home with the most valuable asset in interior design – free space.

The Transformer Collection is the signature of the Thomas Abraham brand and has become famous because it can be multi-used and multi-purposed – which is invaluable at a time of huge real estate costs, and gives its owners a mojo that traditional furniture simply doesn't have.

Going back to the classics of early modernism, the collection harks back to Le Corbusier's quotation about a home being "a machine to live in", and yet a machine with a soul.



# THE TIMES OF INDIA

## Learn from the best names in fashion and design

If fashion and design is your chosen field, it makes sense to learn it from some of the best names in the industry. Leading Indian design personality Thomas Abraham mentors students at IDEa Design College, which offers interior design and fashion design degree programmes and



Prasad Bidapa

graduate and post-graduate diploma programmes, affiliated to the Bangalore University. These courses offer dual certificates from American Institute of Architects and Las Vegas Fashion Council, beside an opportunity to work under Thomas, who created a scintillating and romantic collection showcased at the National Sub-Contest Finale of Femina Miss India 2018.

IDEa Worldwide gives students unique opportunities to interact with the who's who of the industry, with visiting faculty including world famous Julian Roberts from London Fashion Week and the Royal College of Art, London, ace photographer Wassem Khan



Thomas Abraham walks the ramp with models during a recent beauty pageant

and Dutch building designer Rene Janssen, among others.

IDEa is now associated with fashion icon and textile designer Prasad Bidapa, who has guided some of India's most glamorous people step into the design, film

and glamour world as confident professionals.

The three-and-a-half-year degree programme at IDEa includes a six month paid internship. This year, a four-year degree programme in Animation and

Multimedia Design, affiliated to the Bangalore University is also set to be introduced.

Admissions for all courses are currently open. Call: 900800000 or [www.idea-worldwide.com](http://www.idea-worldwide.com)



Students discuss their design ideas

AD

THE  
RED  
ISSUETHOMAS  
ABRAHAM FOR  
IDEA DESIGN  
HOUSE

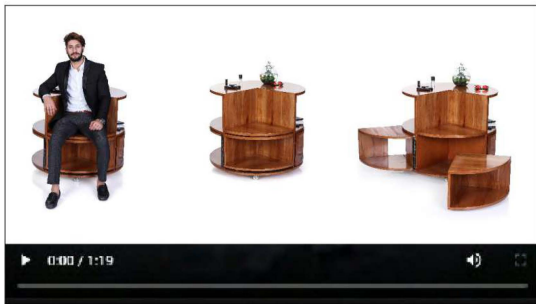
Through his studio, whose prowess extends across fashion, interiors and architecture, Thomas Abraham creates designs that transcend categories, finding inspiration across creative fields. IdeA Design House brings the Transformer Furniture Collection 2019 to the AD Design Show, showcasing a range of furniture that can be reshaped to fit a homeowner's changing needs.



BINGHAMTON, NEW YORK, USA

## After the Success of Episode 1, IDeA Design House Launches The Transformer Collection, Episode 2

**BANGALORE, India, Sept. 16, 2019 /PRNewswire/** -- While the first episode became a huge hit worldwide, Thomas Abraham has released Episode 2 of 'Transformer Furniture 2019', a collection of 11 morphable furniture. Every furniture is designed keeping in mind the low attention spans, quick boredom and instant needs of the modern world; unlike in the past, people are constantly yearning for newness – for which the Transformer Collection is ideal. The same piece of furniture can be repeatedly morphed into different looks and forms with no additional investments whatsoever. Made with sheesham wood, from renewable plantations that are environmental friendly and have low carbon footprints it is specifically designed for the modern home. It also limits the number of furniture pieces in a home, thereby providing every home with the most valuable asset in interior design – free space.



Episode 2 features Love Vis-A- VIS and Automate:

**Love Vis-A-Vis** is a coffee table that transforms into a love seat (two-seater) as seen in the video. When transformed into the love seat, this piece of furniture can also be used as a storage unit saving space and cost in all modern homes.

**Automate** is multi-functional in nature and can serve several purposes. It can be transformed into a bookshelf, a chair and table, a single cot and a study unit along with storage area.

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MANUELA FROM ITALY WORKING WITH STUDENTS

## STRATEGIC TIE-UPS

IDeA offers computer aided design programs including the most advanced software courses of AutoCAD, Photoshop and CorelDRAW. This program run parallel with the main course, recognizes the indispensability of computers in drafting and design, in the changing face of the profession.

## STUDENT PROFILE

Besides, the student with a firm eye on a career, we also welcome the serious amateur with a discerning eye and a creative mind, who is willing to devote the time and effort.

What our students do with their skills is their privilege but it is our duty to see that they have the requisite knowledge and confidence to make any choice they see fit. We do not insist on drawing skills as a pre-requisite; its our responsibility to teach you the skills you require.

We train designers to be the global best, willing to put in the passion & perseverance to design a better world.









## INSTRUCTION

IDeA follows a unique highly acclaimed instruction method D-I-V-E, where right from inception, a student is encouraged to learn by experimenting with all aspects of a design problem. Somewhat akin to learning to swim by diving into the deep end, students are encouraged to innovate and evolve solutions as they tackle problems from first principles.

Solutions are rarely spoon fed to students rather the student discovers his own methodologies by creative problem solving. Right from the first design sessional, all different design, detailing and presentation techniques are tried out. These solutions, both rational and aesthetic, are evolved and refined with each subsequent sessional to finally peak with the thesis sessional. Our emphasis is to let students exercise their creativity and show them that design is not an esoteric, inaccessible discipline, but, rather follows simple specific principles.

Seminars, symposia, site visits & excursions are integral to the learning process.

But above an, it is the quality of our faculty that distinguishes us. A faculty member must have national experience in both designing and teaching. We believe that learning should be fun and our faculty are required to have an open mind, excellent communication skills and a keen sense of humour.







Rather than following a dogmatic syllabus and time frame, IDeA faculty are encouraged and qualified to mould the course structure based on student response and capabilities. This keeps instruction methods agile and decisions are made speedily and implemented efficiently. IDeA may in fact make changes/amendments to syllabi or course feature, with the overall impact in mind. IDeA's approach is not to lead pedantically, but to support when necessary. We here not so much to teach, as to help you learn.

### **CLASS STRENGTH**

Among all comparable creative programs in the private sector, IDeA, insists on the lowest optional class strengths. These are pegged at such a level so as to see that classes are big enough to elicit that community feeling, yet small enough to see that every individual gets, the attention he requires.

### **ATTENDANCE**

Absence from class inevitably leads to loss of continuity and thus the capacity to follow up on class curricula. A minimum 75% attendance is mandatory to qualify sitting for the final examination. The right to grant leave of absence rests solely with IDeA, and any application for the same, must be in a written form. Students absent, for 3 days consecutively without prior permission are liable for punitive fiscal action. Remember, IDeA WORLD COLLEGE aspires to teach students an entire new profession and that would be impossible without a student's maximum possible attendance and participation.





## EVALUATION

IDEA's program is structured to be a learning-by-doing experience, and students are expected to take the initiative to experiment, innovate and discover. Handouts and note dictations are kept to the minimum. As such, a student's learning, is evaluated on his submissions through the year.


At the half way stage, the student undergoes a review where in a time-sessional project, his progress is evaluated. If he fails the sessional, he will be required to discontinue the program. This helps maintain a minimum acceptable standard.

Towards the end of the program a final examination is held. While this examination is important, submission of sessional work, through the year IS just as important and last minute cramming for the final exam is insufficient. Purely at the discretion of IDEA students may be allowed to take supplementary exams, on payment of 3000 per subject.

The last act of a student's course structure is the viva voce - where a student's entire course knowledge is manifested in a problem of sufficient complexity. A student is orally examined by a jury, for which an external examiner is specially appointed.







## CREDIT SYSTEM

IDeA offers its students a grading system based on the North American Credit System. Each subject in the Curricula will be assigned a certain no of credits based on its importance and relevance. Grades are given for end semester exams, quizzes and sessionals, which are tabulated to give a Cumulative Grade Point Average. This system discount many of the problems with the normal marking system, that arise from subject difficulty, weight age, ranking etc.,

## CLASS SPIRIT

A creative classroom is in-fact, a studio- a place of both individuality and teamwork. The proper spirit can make the experience both enlightening and entertaining. If however a students conduct is in IDeA's opinion a hindrance to other students, faculty or the institution, the students may be asked to discontinue his studentship without refund of fees. IDeA being a design institution, students' attire should be as per the latest fashion and no overt religious wear or political ideology is allowed in the class room. In fact we offer free professional make over sessions to all students by one of India's leading make over specialists so that all students come to class fully groomed.

## INTERNAL TRANSFER

Transfer from one course to another or from one batch to another is solely at the discretion of IDeA. A transfer fee of ₹ 10,000 is charged for each such transfer along with any fee differential between the courses.





PLACEMENT OPPORTUNITIES





## FEES

IDeA's fee structures are among the lowest for a comparable world class education. Students may either pay by cash/card/draft/bank transfer. Any delay in payment of fees, will invite a punitive charge of 350rs per day of delay. Fees paid will not be refunded whether for withdrawal, transfers or dismissals at any stage after payment. Students who opt for the instalment plan are required to pay all instalments by ECS at the time of enrolment. Besides your tuition fees, you are required to pay the relevant examination fees before your exams.

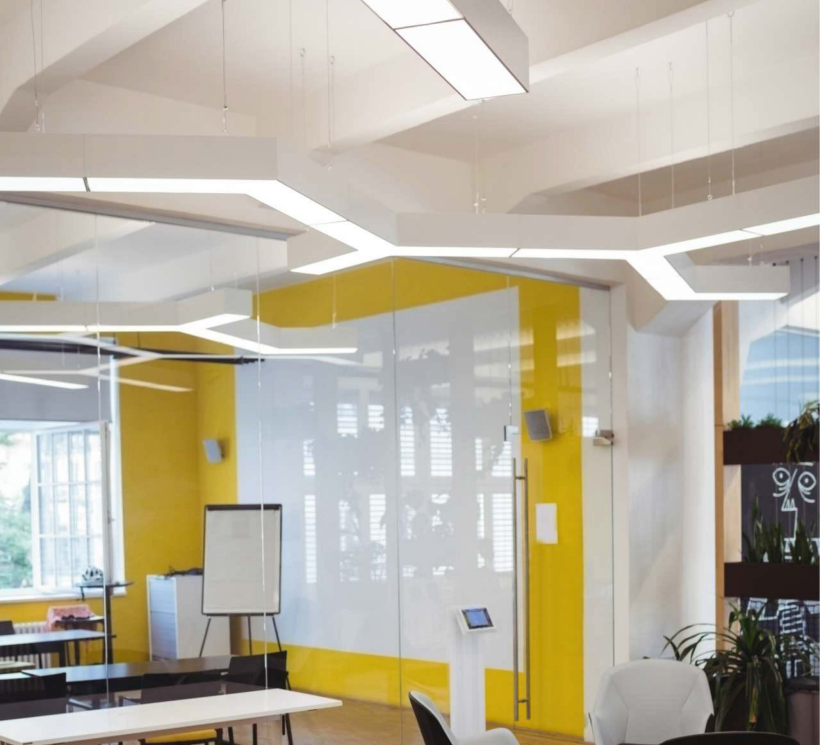
## DISCONTINUATION

Should a student require to discontinue the course at any stage after payment of fees, IDeA offers students an unique plan whereby, subject to batch availability, for just half the regular fee, he can re-enrol himself in any of the two subsequent years and get full credit for the courses he's done so far. This facility is offered to all students who have paid their fees in full, in their original year of registration. This inbuilt flexibility is again offered only by IDeA. This facility however is not available for dismissals or for degree programs.

## PLACEMENT

Any IDeA alumnus has immense job opportunities open to him and IDeA offers a placement cell that endeavours to see that every IDeA student with a C.G.PA of above 8.5 is placed with a professional firm. IDeA has evolved, its program based on continuing input from the professional on the field. Our technique & syllabi are much admired & copied - but they simply cannot be replicated outside our vigilance & supervision. We believe we are the best in the field today, because we are constantly adapting ourselves, keeping your interests in mind. We congratulate you once again and convey our warmest regards for the coming year. We hope you'll find the experience, educative & entertaining.





**B.Sc / B.Des (Hons) in Interior Design and Decoration**

## B.Sc / B.Des (HONS) IN INTERIOR DESIGN AND DECORATION

Course duration: 4 years

Eligibility: +2 / PU and above

Note : The syllabus mentioned below is subjected to change as per University intructions

### SEMESTER I

- Language I
- Language II
- 2D/3D graphics
- Open Elective
- Construction Materials - 1
- Yoga
- Health & wellness
- SEC
- Fundamentals of Interior Design

### SEMESTER II

- Language I
- Language II
- Sports
- Ergonomic
- Construction Materials II
- CAD in Interiors - I
- Environment & Public Health
- Open Elective
- SEC
- NCC/NSS/R&R/CA

### SEMESTER III

- Language I
- Language II
- Draftmanship I
- Communication Skills
- CC&EC
- Basics of Computer Applications - AutoCAD II
- Art on Textiles in Interior

### SEMESTER IV

- Language I
- Language II
- Applied Art in Interior
- Basics of Computer Applications - AutoCAD I
- CC&EC
- Draftmanship II
- Life Skills & Personality

### SEMESTER V

- Soft Furnishings
- Interior Services
- In-house Training
- Human Resource
- Development
- Furniture Designing I
- Construction Detailing
- Architectural Textiles

### SEMESTER VI

- Entrepreneurship
- Development
- Ergonomics in Interiors
- Furniture Designing II
- Gardening & Landscaping
- Indian History, Culture & Diversity
- Interior Space Designing
- Residential & Kitchen Designing

### SEMESTER VII

- Specialisation / Thesis in chosen major

### SEMESTER VIII

- Specialisation / Thesis in chosen major





**GRADUATE PROGRAM in INTERIOR DESIGN**



## GRADUATE PROGRAM in INTERIOR DESIGN

Course duration: 1 year  
Eligibility: 10th std and above  
Internship: 1 month

### Course Details

- Elements of Design
  - Colour theory
  - Colour wheel
  - Psychological impacts of colour
  - Shading and Still life composition
  - Principles of design
  - One point perspective
  - Two point perspective
  - Rule of third/ Golden ratio
  - Timber
  - Stones
  - Bricks
  - Partitions
  - Wall panelling
  - Metals and Alloys
  - Glass and plastic
  - Anthropometry
  - Space planning
  - Furniture history
  - Vaastu
  - Landscape
  - Decorative design
  - Doors and window typologies
  - Famous designers
  - Lighting
  - False Ceiling
  - Paints
  - Soft Furnishing
  - Flooring
  - Upholstery
  - Wallpaper
  - Parts of a Building
  - Graphics
  - Project 1: Office
  - Project 2: Residence
  - Internship
- Software:**
- Autocad
  - Sketchup
  - PhotoShop
  - Render Engine
  - 3DS Max



GRADUATE PROGRAM in INTERIOR DESIGN

A photograph of a desk with architectural blueprints, a pen, a rolled-up document, and a wooden house model. The background shows a window with a view of a building and greenery.

**POST GRADUATE PROGRAM in INTERIOR DESIGN**

# POST GRADUATE PROGRAM in INTERIOR DESIGN

Course duration: 1 year

Eligibility: +2 / PU and above

Internship: 1 month

Note : Syllabus as per Bangalore City University

## Course Details

- Elements of Design
- Colour theory
- Colour wheel
- Psychological impacts of colour
- Shading and Still life composition
- Principles of design
- One point perspective
- Two point perspective
- Rule of third/ Golden ratio
- Timber
- Stones
- Bricks
- Partitions
- Wall panelling
- Metals and Alloys
- Glass and plastic
- Anthropometry
- Space planning
- Furniture history
- Vaastu
- Landscape
- Decorative design
- Doors and window typologies
- Famous designers
- Lighting
- False Ceiling
- Paints
- Soft Furnishing
- Flooring
- Upholstery
- Wallpaper
- Parts of a Building
- Graphics
- Project 1: Office
- Project 2: Residence
- Internship

### Software:

- Autocad
- Sketchup
- PhotoShop
- Render Engine
- 3DS Max



POST GRADUATE PROGRAM in INTERIOR DESIGN







**B.Sc / B.Des (Hons) in Fashion and Apparel Design**

# B.Sc / B.Des (Hons) in Fashion and Apparel Design

Course duration: 4 years

Eligibility: +2 / PU and above

Note : The syllabus mentioned below is subjected to change as per University intructions

## Course Details

### SEMESTER I

- Textile Science
- Fundamentals of Fashion Design
- Basics of Pattern Making and Garment Construction
- Textiles and Costumes of India
- Language - I
- Language - II
- Digital Fluency
- Physical Education - Yoga
- Health & Wellness

### SEMESTER II

- Dyeing & Printing in Textiles
- Fashion Design & Illustration
- Garment Detailing - I
- Clothing Care & Maintenance
- Language - I
- Language - II
- Physical Education - Sports
- NCC/ NSS/ R&R(S&G) / Cultural

### SEMESTER III

- Fashion Art & Design
- Garment Detailing- II
- Apparel Computer Aided Design
- Fashion Merchandising
- Language - I
- Language - II
- Artificial Intelligence
- Physical Education - Sports
- NCC/ NSS/ R&R(S&G) / Cultural

### SEMESTER IV

- World Textiles & Costumes
- Textile and Apparel testing
- Apparel Production
- Boutique Management
- Language - I
- Language - II
- Artificial Intelligence
- Physical Education - Sports
- NCC/ NSS/ R&R(S&G) / Cultural

### SEMESTER V

- Fashion Accessories
- Apparel Quality Management
- Fashion Draping
- Forecasting & Trend Analysis /
- Entrepreneurship in Fashion
- Needle Craft & Value Addition
- Cyber Security
- Physical Education - Sports
- NCC/ NSS/ R&R(S&G) / Cultural

### SEMESTER VI

- Fashion Marketing & Visual Merchandising
- Fashion Business Management
- Fashion Portfolio
- Apparel Costing / Export Trade & Documentation
- Craft Documentation / Internship
- Professional Communication
- Physical education Sports
- NCC/ NSS/ R&R(S&G)/ Cultural

### SEMESTER VII

- Apparel Technology
- Textile Process and Products
- Fashion Styling
- Commerce in Fashion/ Professional Ethincs in Image Building
- Advanced Garment Construction
- Research Methodology

### SEMESTER VIII

- Advanced Portfolio
- Design Thinking
- Logistics & Supply Chain
- Management in Apparel Industry / Digital Marketing
- Fashion Journalism & Photography Research Project

## B.Sc / B.Des (Hons) in Fashion and Apparel Design





**GRADUATE PROGRAM in FASHION DESIGN**

# GRADUATE PROGRAM in FASHION DESIGN

Course duration: 1 year  
Eligibility: 10th std and above  
Internship: 1 month

## Course Details

### FASHION DESIGNING

Languages & Conventions  
Optic Illusions & Style Lines  
Body Silhouettes & Anatomy,  
Photo Analysis  
Techniques of Sketching men,  
women and kids  
Fabric Selection & Rendering  
Harmony and Theory of Colours  
Fashion Accessories &  
Jewellery making  
Draping fabric painting portfolio  
designing

### PATTERN MAKING THEORY

Necessities & Precautions of  
Pattern Making  
Human Body Lengths  
Eight Head Theory  
Body Silhouettes & Anatomy,  
Photo Analysis  
Techniques of sketching men,  
women and kids  
(atleast 15 garments)  
Techniques of sewing  
Traditional Stitches and Embroidery

### PATTERN MAKING PRACTICALS

Constructing Blocks  
Stitching & Drafting  
Minimum 14 garments

### FASHION MANAGEMENT THEORY

Management Techniques  
Stress Management,  
Advertising  
Female Entrepreneur  
Communication Skills  
Presenting Yourself.  
Brand Portfolio  
Elements Of Logo & Branding

### TEXTILES

Terminology of Textiles  
Historical Backgrounds  
Cotton, linen, Silk, Wool, Rayon,  
Nylon  
Acetate, Acrylic, Asbestos,  
Glass, Spandex, Lycra, Jute,  
Hemp  
Yarn & Its Counts  
Twists & Textures, Woven &  
Non Woven Fabrics  
Basic Weaves, Figure Weaves,  
Pile Weaves  
Knitting & Bonding  
Braiding, Netting, Laces  
Bleaching, Calendaring,  
Embossing & Glazing  
Dyeing & Printing  
Tie & Dye, Batik & Stencil  
Screen Discharge  
Dyes & Eco friendly prints

### DID : DIGITAL ILLUSTRATION FOR DESIGNING

Make own motif  
Make own brushes  
Make own textile design pattern &  
repeats  
Croques  
Draping  
Texturing  
Cost sheet  
Image edit  
Tech pack  
Portfolio Making

### MERCHANDISING

Merchandising, Roles & Responsibilities  
Of Merchandiser,  
Local & Export Market, Buying Office;  
Fashion Forecasting, 4. Visual  
Merchandising  
Mannequins, Its Types  
Retail Management,  
Apparel Production  
Merchandising Planning, Process, Its Types,  
Product Description, Online Marketing  
Strategy  
Merchandise Sourcing  
Customer Retention Planning & Strategy.





POST GRADUATE PROGRAM in FASHION DESIGN

# POST GRADUATE PROGRAM in FASHION DESIGN

Course duration: 1 year

Eligibility: +2 / PU and above

Internship: 1 month

Note : Syllabus as per Bangalore City University

## SEMESTER I

Textile Science  
Fundamentals of Fashion Design  
Basics of Pattern Making and Garment Construction  
Textiles and Costumes of India  
Language - I  
Language - II  
Digital Fluency  
Physical Education - Yoga  
Health & Wellness

## SEMESTER II

Dyeing & Printing in Textiles  
Fashion Design & Illustration  
Garment Detailing - I  
Clothing Care & Maintenance  
Language - I  
Language - II  
Physical Education - Sports  
NCC/ NSS/ R&R(S&G) / Cultural

## SEMESTER III

Fashion Art & Design  
Garment Detailing- II  
Apparel Computer Aided Design  
Fashion Merchandising  
Language - I  
Language - II  
Artificial Intelligence  
Physical Education - Sports  
NCC/ NSS/ R&R(S&G) / Cultural

## SEMESTER IV

World Textiles & Costumes  
Textile and Apparel testing  
Apparel Production  
Boutique Management  
Language - I  
Language - II  
Artificial Intelligence  
Physical Education - Sports  
NCC/ NSS/ R&R(S&G) / Cultural

## SEMESTER V

Fashion Accessories  
Apparel Quality Management  
Fashion Draping  
Forecasting & Trend Analysis /  
Entrepreneurship in Fashion  
Needle Craft & Value Addition  
Cyber Security  
Physical Education - Sports  
NCC/ NSS/ R&R(S&G) / Cultural

## SEMESTER VI

Fashion Marketing &  
Visual Merchandising  
Fashion Business Management  
Fashion Portfolio  
Apparel Costing / Export Trade &  
Documentation  
Craft Documentation / Internship  
Professional Communication  
Physical education Sports  
NCC/ NSS/ R&R(S&G)/ Cultural

## SEMESTER VII

Apparel Technology  
Textile Process and Products  
Fashion Styling  
Commerce in Fashion/  
Professional Ethnics in Image  
Building  
Advanced Garment Construction  
Research Methodology

## SEMESTER VIII

Advanced Portfolio  
Design Thinking  
Logistics & Supply Chain  
Management in Apparel Industry /  
Digital Marketing  
Fashion Journalism & Photography  
Research Project

POST GRADUATE PROGRAM in FASHION DESIGN





**BVA / B.Des (HONS) in GRAPHIC DESIGN**

# BVA / B.Des (Hons) IN GRAPHIC DESIGN

Course duration : 4 years

Eligibility : +2 / PU and above

Affiliated to Bangalore City University

## Course Details

- Language I
- Language II
- CC&EC - Workshop
- Story Of Art I
- Visual Thinking
- Fundamentals of Design 2D & 3D
- Fundamentals of Drawing - I
- 2D & 3D Design Practice
- Inter Design Studies I
- Constitution of India & Human Rights
- CC/EC/Workshop/Project/ Journal Writing
- Story of Art II
- Preproduction II
- Lighting & Camera
- 3D Animation & Rigging II
- Introduction to Visual Cultures
- Colour Theory
- Fundamentals of Drawing II
- Colour & Composition Practice
- Inter Design Studies II
- Environment & Public Health
- Story Design & Development
- Classical Animation I
- Digital Art I
- 3D Animation I
- Core Collective
- Art Appreciation
- 3D Lab II
- Project - Part II
- Internship / In house Project
- Animation Studio Design & Management
- Computer Application & Information Technology
- Core Elective
- Camera & Film Editing
- Digital Art II
- Classical Animation II
- 3D Animation II
- Core Elective
- Workshop
- Acting For Animation
- Theory of Design
- 3D Lab I
- Preproduction I
- Postproduction I
- Animation & Research Project Part I
- 3D Major Elective II: Modeling & Texturing / Animation / VFX





**GRADUTE DIPLOMA in JEWELLERY DESIGN**



# GRADUATE DIPLOMA IN JEWELLERY DESIGN

Course duration : 1 year

Eligibility : +2 / PU and above

## Course Details

### SEMESTER I

- Foundation Drawing
- History of Jewellery
- Design Thinking & Process
- Diamond Grading & Gemology
- Metallurgy
- Research Methods & Collection Design

### SEMESTER II

- Jewellery Illustration & Rendering
- Professional Practices
- Jewellery Cost & Budgeting
- 2D Graphics – Adobe Illustrator
- 3D Graphics – Rhinoceros (CAD)
- Visual Merchandising
- Final Design Project





**DIPLOMA in FASHION PHOTOGRAPHY**

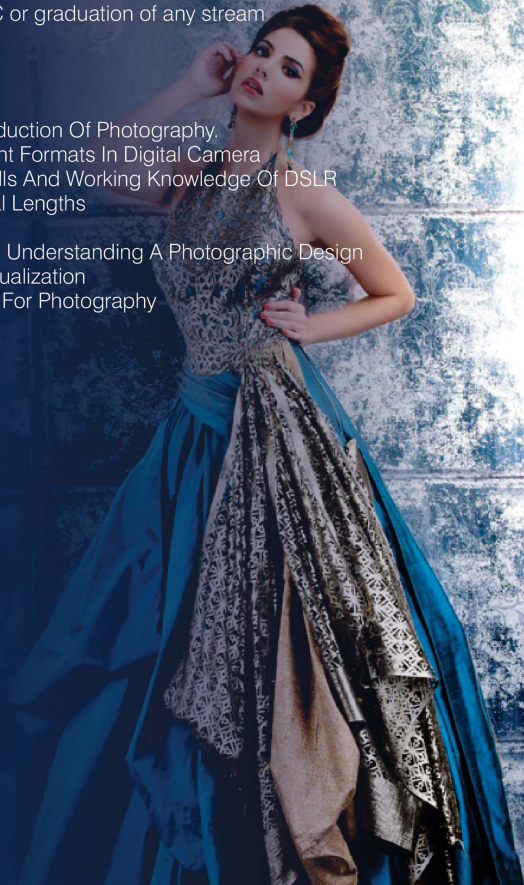
# DIPLOMA IN FASHION PHOTOGRAPHY

Course duration : 6 Weeks

Eligibility : +2/PUC or graduation of any stream

## Course Details

- History And Introduction Of Photography.
- Cameras/ Different Formats In Digital Camera
- Core Camera Skills And Working Knowledge Of DSLR
- Lenses And Focal Lengths
- Filters
- Composition And Understanding A Photographic Design From Point Of Visualization
- Visual Aesthetics For Photography
- Lighting
- Self-promotion
- Final Project



## RULES AND REGULATIONS

1. Please read and understand the contents of the prospectus and supplementary information provided.
2. Admissions are solely at the discretion of IDeA WORLD COLLEGE. No student has an automatic right of admission.
3. IDeA being a design institution, students' attire should be as per the latest fashion and no overt religious wear or political ideology is allowed in the class room. All students are expected to observe the dress code regulations strictly.
4. Any act of misbehavior or indiscipline will attract stringent disciplinary action, including dismissal without refund of fee.
5. Smoking, alcohol consumption, drug abuse and any kind of misbehavior or any kind of unlawful activity is prohibited and will be duly addressed to parents besides taking strict disciplinary action.
6. Ragging, teasing, misbehaving, throwing waste, and committing any other nuisance is strictly prohibited and punishable.
7. Students have to be seated in the class 5 minutes before the class commences, Students coming late to classes will be fined and may not be permitted to enter the classroom. Similarly, students will not be allowed to leave the classroom in between the class hours, Students must maintain silence within the college premises at all times.
8. Any breach of code of conduct and discipline will entail punishment such as suspension from the institution, restriction on recommendation, depending on the seriousness of the indiscipline as determined by the authorities. The decision of the management is final and binding in this regard.
9. All students of Degree/Graduate Program/Advanced Diploma/ Advanced Program/Diploma Program have to submit their original 12th/PUC/+2 or degree certificates at the time of registration failing which the admission will not be considered valid.
10. Students once enrolled shall not be liable for fees refund under any circumstances. If a student defaults in payment, his/her name will be struck off the rolls without notice or assigning any reason whatsoever. Any delay in payments of installments, will invite punitive action / fine as decided by the management. Students are advised to retain their fee receipts till the end of the course and produce the same on demand.
11. If a student's conduct is in hindrance to other students, faculty or the institution, the student may be asked to discontinue his studentship without refund of fees.
12. Examination fees, library fees, locker hiring charges, laboratory fees, caution deposit, security deposit, university fees, transportation fee or any other compulsory fees are exclusive of tuition fees, and these shall be prescribed by the management separately. Fees are payable in lump sum or in installments at the time of admission. Students can borrow library books on payment of additional security deposit only.
13. Caution deposit / Security deposit will be refunded to candidates only after the student obtains clearance from all the respective departments at the end of the term and produces the original receipt of all fees paid, subject to deduction towards breakages, loss of articles etc., of the institute.
14. Students following the 2-year/3-year/4-year/5-year Advanced Diploma/ Advance Program/Degree Program/Post-graduate Program have to pay the entire course fee for all years, even if they choose to discontinue midway. The original 12th/PUC/+2/degree certificates submitted for admissions as well the Transfer Certificate will not be given unless the fees for all years are paid in full.

15. Students should carry their college identity card and produce it whenever demanded by the college authorities - failing which they will be fined for every infraction.
16. Any cheque bounce will attract a fine of Rs. 1000 per cheque as administrative charges as well as the actual cheque bounce charges that may be imposed by our bankers.
17. Students intending to appear for re-examination may do so with the permission of the Principal by payment of additional examination fees as may be prescribed by the management at that point of time.
18. Students suffering from contagious diseases will not be allowed to attend classes and appear for examinations / submissions unless they obtain medical fitness certificates from a recognized medical practitioner.
19. Students are required to participate in the annual Design Showcase as part of their project work. Thereafter, the designer collections will remain in the custody of IDEa WORLD COLLEGE. However any sales proceeds from these will pass to respective students after deducting relevant administration costs.
20. Students must note that all information about the courses and any other communication to the students will be communicated through notifications displayed on the notice board and no individual communication may be sent.
21. The institution shall have the right to change the time schedules, training centers, syllabus, fees etc., at any time. The institution shall not take any responsibility for delays in completing courses, due to causes beyond their control.
22. Use of cell phones is strictly prohibited in the campus. Use of cell phone would entail confiscation of the handset which will only be returned at the end of the program.
23. A minimum requirement of 85% attendance in both theory and practical's is essential for students to appear for the final examination, Failed students are required to pay re-exam fees and the relevant marks card will contain supplementary remarks. Students who have discontinued and intend to seek admission once again for the same course, shall pay the fees applicable at that time.
24. If the documents produced or the information provided in the application is false, admission is liable to be cancelled. Incomplete applications shall be rejected.
25. Disputes if any, shall be addressed to the Principal only, whose decision shall be final and binding.
26. Litigations if any, shall be under the jurisdiction of courts in Bangalore Urban only.
27. Students who have an aggregate average of 8.5 and who have completed the requisite internship will be eligible for placements only in the year that their batch graduates, subject to them having 85% attendance.
28. The college is not responsible for the misconduct of students outside the college premises. However, it will take strict note of serious misconduct of its students that may cause damage to the college reputation. If found guilty the misconduct shall be punishable.

## **DOCUMENTS REQUIRED FOR DEGREE OR POSTGRADUATE DEGREE**

Original marks card of SSLC /10th Std/Intermediate for age proof, 10+2/PUC/Equivalent, Original Transfer Certificates, Original Migration Certificates (for other than the Karnataka State Board students)

Twelve recent passport size photographs.

It is, to be noted that qualified foreign nationals are provisionally admitted subject to regularization after obtaining the eligibility certificate issued by the respective university. As per government regulations, Student Visas, Residential Permits and Serology Reports (HIV tests) AIU letters are a must for foreign nationals.

## **DOCUMENTS REQUIRED FOR GRADUATE PROGRAM I POSTGRADUATE DIPLOMA PROGRAMS**

Copy of the marks card of the qualifying examination. Four recent passport size photographs. Original 10th Marks Card

## **ADMINISTRATION**

IDeA WORLD COLLEGE under its governing council is the sole authority for administration, expansion, development and management of the institution. The Principal is responsible for the day to day administration of the institution.

Rules and regulations may be changed, altered, edited, and new rules brought in at any point of time depending upon the circumstances.

Roll Number

PHOTO

Name\*

Date of Birth\*

Permanent Address\*

Outstation Students Local Address\*

Local Guardian / Friend / Relation  
Phone Number\*

Student Mob #\*

Student E-mail ID\*

Father / Husband\* Name

Father / Husband\* Mob#

E-mail\*

Mother / Wife\* Name

Mother / Wife\* Mob#

E-mail\*

Residence Landline

Name of College / School\*

Educational Qualification\*

Name of School upto X\*

Student Occupation (if any)

Parent / Spouse Occupation\*

Specify Post, Name & Address of concern

Telephone\*

Office

Why have you chosen this field?

How did you hear about IDeA?

I'm absolutely cognizant with the rules and regulations, and hereby agree to abide by them. I will strive to uphold the fair name of the institution and understand that in all matters, with regards to my studentship with IDeA WORLD COLLEGE, including structure, discipline and fees, the decision of the management is final, binding and non-negotiable.

Date

Signature of the Student / Guardian



For office use only

Course	Batch	Timings

Full payment plan	Instalment plan		
	On Registration	2nd Instalment*	3rd Instalment*
	Date	Date	Date
	Amount	Amount	Amount

Sl. No.	Received Date	Amount	Inst. Type	Inst. No.	Inst. Date	Bank Name	Receipt No.
1							
2							
3							
4							
5							
6							
7							

Fee of optional programs (if any):

\* Payable by ECS on registration

# Declaration by the Candidate/ Parents/ Guardian

1. FEES:

- A. Can be paid by Cash/Cheque/Demand Draft/RTGS/NEFT / IMPS/ online in favor of "IDEA Global"  
B. In case of any cheque bounce, there will be a penalty of Rs. 1000/-  
C. In case of withdrawal of candidature/cancelling admission, NO REFUND SHALL BE GIVEN UNDER ANY CIRCUMSTANCES.  
D. In case of full payment, if the students do not meet the course requirements they shall not be eligible for any kind certification.  
E. Kindly collect the fee receipt immediately after your fee payments from accounts department.
2. Mobile phones, games and music are strictly prohibited during the class hours.  
3. Any delay in submission of assignments will mean that the assignment will not be graded, and the overall performance of the student will suffer. Additionally, this will also be brought to the notice of the parents.  
4. Annual Design Awards / Exhibitions / Seminar / Study Tours have to be attended compulsorily for skill development and exposure to the industry.  
5. Timely submission of assignments, as per dates shared by the faculty member is a must.  
6. All students are to be seated 10 minutes before the class starts. If found to be late, the students will not be allowed to attend the class.  
7. During the study tour / excursion / seminar / exhibition, the institute shall not be responsible for any mishap / unforeseen calamity.  
8. A minimum overall attendance of 85% and subject wise attendance of 85% is necessary in order to appear for Examination.  
9. It is compulsory to wear ID CARD DURING ALL CLASS HOURS/ VISITS/EXAMINATIONS.  
10. All results / regular and repeated academic affairs will be intimated through the Main Notice Board (University will declare result online).  
11. Semester hall ticket and marks card should be collected from the institute as per notice.  
12. In case of any change in address / contact details, the same will have to be brought to the Management notice in a written application.  
13. Any sort of disciplinary activities will lead to strict actions and may also result in expulsion (based on the seriousness of the activity).  
14. Material, educational tour, software charges should be borne by the student.  
15. The Design Project is mandatory and should be illustrated, well-researched, have a complete photo shoot, have a final design project - made up of all components.  
16. The institute reserves the right to cancel the admission of any candidate at any stage (even after admission) if any discrepancy is found or matters pertaining to students code of conduct or parent misbehavior and arrogance shown towards management or any staff.  
17. I hereby guarantee that I will not withdraw/cancel/discontinue/seek transfer/seek NOC nor do any other act which may cause financial loss to the institution.  
18. In the event if I seek withdraw/cancel/discontinue/seek transfer/seek NOC from the institution, I undertake and guarantee that I will indemnify all the damage/losses/ that I may cause by remitting the balance fees fully on demand.

Signature of the student \_\_\_\_\_

Signature of the Parents/Guardian \_\_\_\_\_

Signature of the witness \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Chairman Remarks: \_\_\_\_\_

Signature of Chairman: \_\_\_\_\_

Principal Remarks: \_\_\_\_\_

Signature of Principal: \_\_\_\_\_

Counsellor Remarks: \_\_\_\_\_

Signature of Counsellor: \_\_\_\_\_

GOVERNMENT RECOGNISED  
CERTIFICATION FROM  
LEADING WORLD INSTITUTIONS



Bangalore City University



The American Institute of Architects

5th Floor, Leeman's Complex, ☎ +91 - 90088 08000  
Next to Justdail, Cunningham Road, 🌐 idea-worldwide.com  
Bangalore - 560 052, 🌐 instagram.com/ideadesigncollege  
India 🌐 facebook.com/designwithidea

Our Centers  
Cunningham Road, Jayanagar, RT Nagar, Vijaynagar, Koramangala , Marathahalli