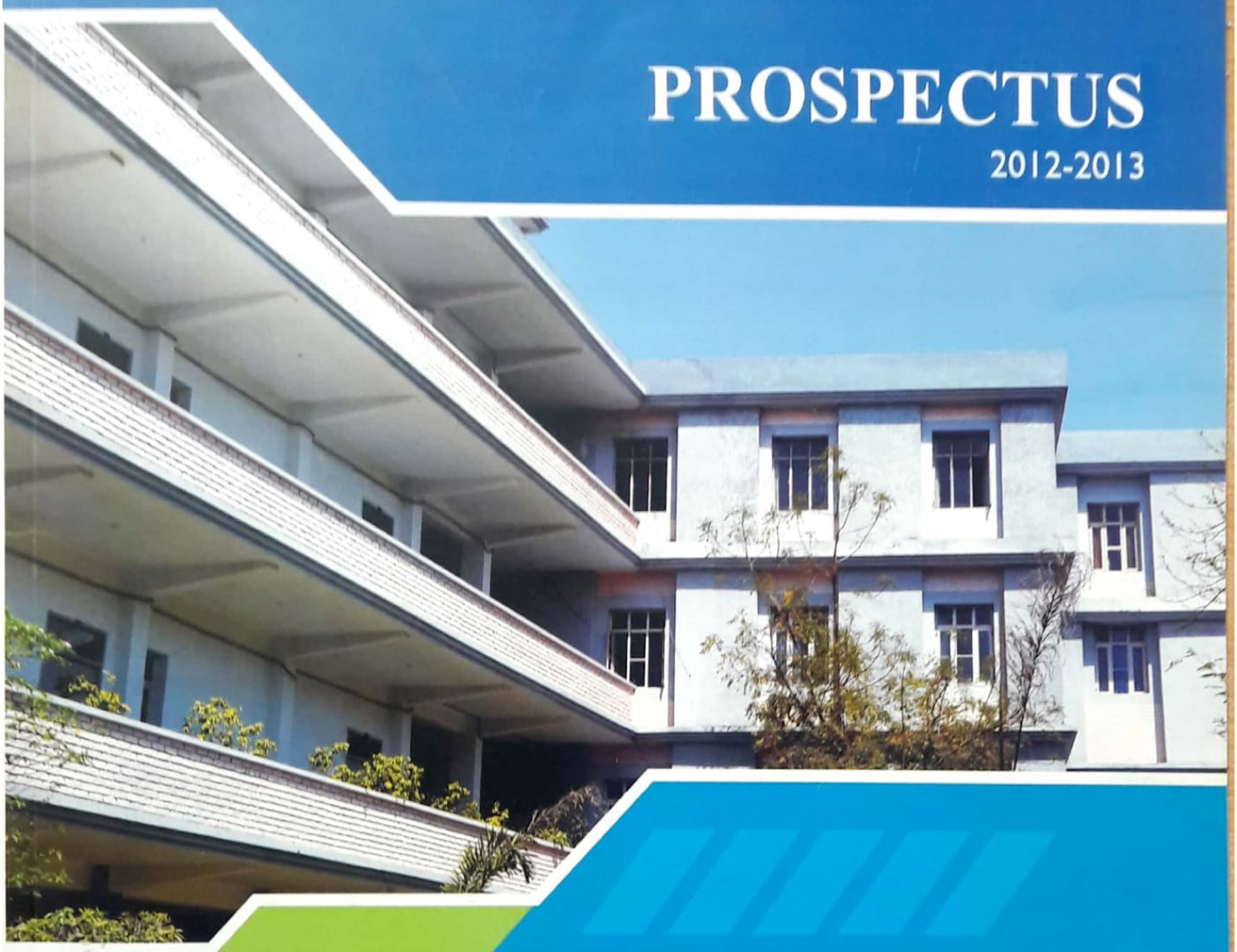
PROSPECTUS

2012-2013



Svrán Group

APEEJAY
COLLEGE OF FINE ARTS

Affiliated to Guru Nanak Dev University, Amritsar

Recognised as a Centre for Excellence by UGC

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Design

B.D.- Semester System

Duration

4 Year Under Graduate Professional Degree Programme

Eligibility

10+2 with 45% marks or equivalent examination & an aptitude test conducted by College

About the Programme

Sem. I to II - Foundation: Drawing and Illustration, Colour, Practical Workshop for Product Design, Computer Applications, History of Art, Aesthetics & Art Appreciation, Design & Communication, Liberal Art, Environmental Studies.

Sem. III to VII

Specializations :

- Textile Fashion Interior Designing

Career Opportunities

Fashion Design/Textile Design : Designers in Export Houses, Established Designers, Quality controllers & Pattern Makers, Fashion Stylists, Fashion & Sampling Co-ordinators, Fashion Analyst, Merchandizers & Production officers.

Interior Design

Interior Designer with established Architects, Home/lifestyle establishments, Service Consultant, CAD Designers, Assistant Architects, Project Managers.

Garments by Apeejayites on display

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Multi Media

B.M.M. - Semester System

Duration

B.M.M. 4 Year Under Graduate Professional Degree Programme

Eligibility

10+2 with 50% marks or equivalent examination

About the Programme

1st year (I & II Semester)	2nd year (III & IV Semester)	3rd year (V & VI Semester)	4th year (VII & VIII Semester)
Drawing-I-II	Drawing-III	3D Max with Character Studio	Maya
Colour-I-II	Adobe Photoshop	Drawing & Illustration	Deep Paint
Workshop-I-II	Corel Draw	Combustion	Project V
(Sculpture & Photography)	HTML	Adobe After Effects	Z Brush
Computer-I	Flash	Adobe Premiere	Industrial Training
Adobe Illustrator	ASP	Adobe Audition	Project
Art Appreciation	Dreamweaver	Workshop III-IV (Cinematography	(Animation Film or Print Campaign)
Technical Theory of Media (Print)	Film Appreciation-I-II	& Stop Motion)	
English-I-II	Project-I-II	Project III-IV	
Punjabi / PHC			

Career Opportunities

Join the main stream of Animation and Film Industry in the following areas : Graphic Designer, Character Designer, 2D Animator, 3D Animator, Visual Effect Artist, Audio-Video Editor, Game Developers, Cinematographer, Website Designer, Multimedia Content Developer, Stop Motion Animator.

B.M.M. students working in Chroma Studio

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Applied Art

B.F.A.(Applied Art)

Duration

4 Year Under Graduate Professional Degree Programme (Semester System in I Year)

Eligibility

10+2 with 40% marks or equivalent examination

About the Programme

Core Areas:- Visual Communication (Graphic Design), Photography, Advertising (IMC) in Print/Cinema/T.V./Interactive, Art, Animation and Publication .

I Year

History of Art & Design
Punjabi/PHC
English
Drawing& Illustration
2-D Design
Colour
Print Making
3-D Design

II,III & IV Year

Theory

Ad. Profession & Practice
History of Art,
Aesthetics,
Communication Skills,
EVS (II year)

II,III & IV Year

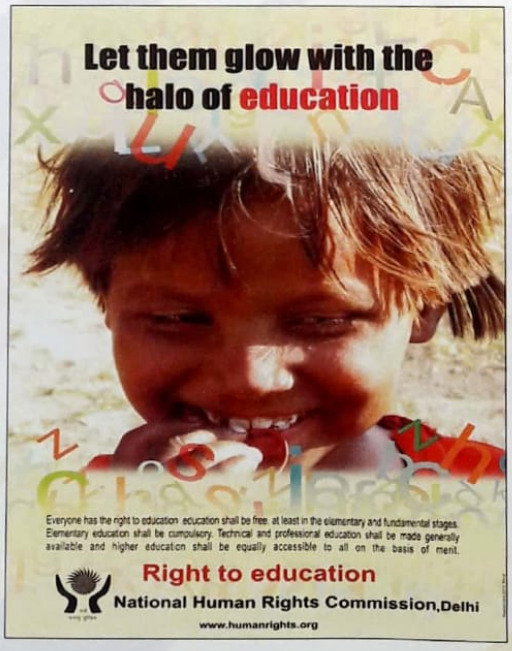
Practicals (Principal Group)
Drawing & Illustration
Graphic Design(Press & Mag. Ad.
Outdoor Media, Sales Promotion & Direct mail,
Typography & Editorial Design,
Packaging design,
III year only {Audio Visual Media,
Advertising Mini Campaign},
IV Year only:{Interactive & Audio Visual Medium,
Full advertising Campaign(IMC)
Campaign Investigation result }.

II,III & IV Year

Practical (Subsidiary Group)
II Year : Photography (Still),
Comp. Graphics
(Corel, Photoshop),
III & IV Year :-
Photography(Still &Video)
Comp. Graphics(Photoshop,
Illustrator, Flash, Freehand,
Adobe premier, Sound Booth,
After Effects, Quark Express
InDesign.)

Industrial Training, Workshops, Industrial Visits/ Educational Tours

Career opportunities : (Entertainment & Media) Art Director, Visualizer, Illustrator or Cartoonist, Character Designers, Cinematographer, Creative Director, Professional Photographer, Animation Artist(2D,3D), Graphic Designer (Web, Print, T.V.), Copy Writers, Art & Design Teacher, Freelancer.Opt for Post Graduate Studies in NID, IDC(Five IIT's in India) for M. Des. in Visual Comm. , NIFT, FTII, Various Art & Design Colleges in India and abroad.



Poster by a BFA Student

BFA Students at Work

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Performing Arts

B.P.A.

Duration

4 Year Under Graduate Professional Degree Programme (Semester System in I Year)

Eligibility

10+2 examination with 40% marks or equivalent examination.

About the Programme

Foundation Course (I Year)

English, Punjabi/P.H.C., Indian Culture & Art, and any one of the following specializations:

Specializations/Optionals I-IV Year (CORE AREAS)

Theatre

Body Language Training with Yoga
Set Design
Designing Stage Lights
Theory: Indian Theatre
Abhinaya according to Natyashastra
Costume Designing
Makeup: Stage, T.V.,Films
Direction-Process of Play Production

Music Vocal

Knowledge of Ragas(Syllabus)
Basic Knowledge: Musical Notes, Instruments & Rythmn, Composition, Accompaniment, Arranging Music.
Stage Performances
Folk Music
Knowledge of Talas

Music Instrumental

Tabla/Pakhawaj

Knowledge of Basic Talas
History of Instruments
Ability to Accompany
Elementary knowledge of Other Instruments.
Fine Tuning
Knowledge of all Intruments: Folk, Western etc.
Stage Performance

Kathak

Basic Techniques: Kathak
Practical:Nritta,Nritya, Natya in diff Talas
Practical:Harmonium & Tabla
Shalokas with Abhinaya
Choreography
Knowledge:Classical & Folk dances

Compulsory in all options : **Introduction to Recording-equipments, Editing, Mixing etc.**

Career Opportunities

Singer, Set Designer, Actor (Stage, T.V. & Films), Mixing Expert, Director, Music Director/Arranger, Anchor, Costume Designer, Recordist / Sound Master, Light Designer, Duplicating Expert, Composer, Accompanist, Experimental Music, Make-up Artist, News Reader, Costume Designer, Dance Choreographer, Background Music Composer for T.V./Radio serials, Script Writer.

The play 'Raja Ki Rasoi' being staged during Youth Festival

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Undergraduate Diploma

Human Rights

Duration

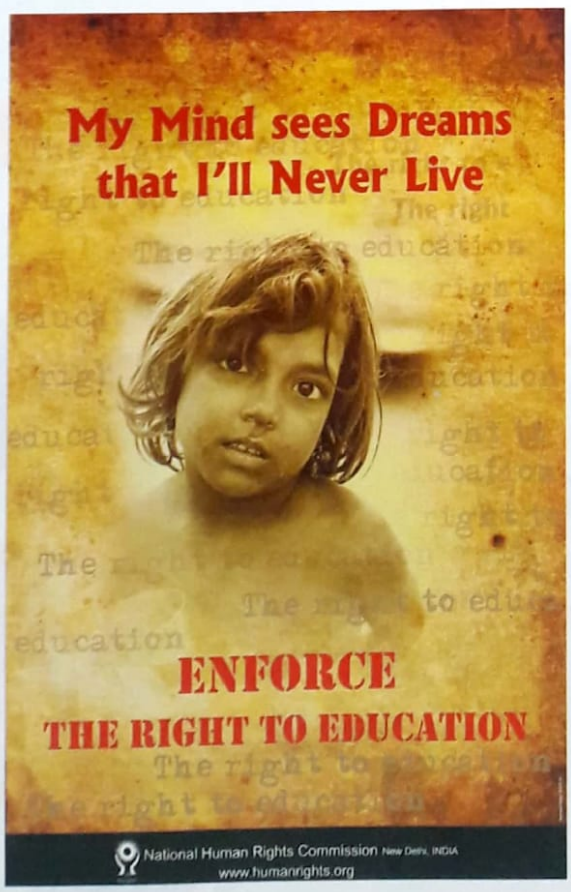
1 Year

Note: First year students opting for this course will be exempted from having to select any of the compulsory add-on courses. This diploma is also open to second and third year students of all streams.

About the Programme

The content of this course aims to educate the students about human rights. This will give them a sense of responsibility for respecting and defending human rights and empowering them through learned skills, to take right and appropriate action. Knowledge of human rights is the first step towards respecting, promoting and defending rights of all people.

This diploma aims to promote human rights education not only through the course curriculum but also through its student bodies such as NSS, Youth Club and Student Welfare Organization. A holistic approach to human rights education means that human rights are implemented at all levels of the education system and are taught through both content transmission, experiences and workshops.



Posters by our BFA students on 'Human Rights'

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Add-on Programmes

Duration

Certificate, Diploma or Advanced Diploma will be awarded to the students who pursue this course for one year, two years or three years respectively.

About the Programmes

Note: It is compulsory for all first year students to opt for any one of the following add-on courses

GLOBAL TRADE MANAGEMENT

In the present times, Indian Economy is one of the fastest growing economies in the world. Due to this, demand for skilled manpower in every sector in India is on the rise. This course is an attempt to improve the skills of students so that they can fulfil this need for skilled manpower.

BASIC COOKING AND CATERING MANAGEMENT

This course aims to enhance the culinary skills of the students and equip them with certain specialized skills which can enhance the scope of self employability and self empowerment in the food industry.

TAX MANAGEMENT

This comprehensive Tax Management course aims at imparting practical training about filing of tax returns and widening the students' awareness about tax planning and tax management. This course would enhance job opportunities in the field of tax consultancy, tax management, tax planning, filing returns etc.

VASTU SHILP

Vastu is the ancient vedic science of layout planning of buildings and houses with the purpose of bringing peace and prosperity to its inhabitants. The course aims at designing houses and buildings with positive energy which will lead to prosperity on personal and professional front. Vastu consultants have branched into fields such as architecture, engineering and interior decoration.

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P.G. Diploma

Duration

1 Year Post Graduate Diploma Programmes

Computer Applications

Eligibility

Graduate with 45% marks or equivalent examination

About the Programme

PC Computing-I (MS Office), PC Computing-II (Professional DTP), Introduction to Scripting Language, Web Designing & Uses of Internet, DBMS through Oracle 8 & System Analysis & Design, Network Concepts & Management, Programming in C, Fundamentals of Computers & Operating System, E-Commerce

Career Opportunities

Network Administrator in Colleges/ Software Companies, System Administrator in BPO / Software companies, Programmer in any Institute/ Company.

Guidance and Counselling

Eligibility

Graduate with 50% marks and Psychology as one of the elective subjects.

About the Programme

The Course has been designed to meet the requirement of professional counselling with full understanding of counselling skills and effective therapies to help and guide people. It provides practical training and exposure in various hospitals, schools, counselling centres, special schools etc. It focuses on practical application of the "class room learning".

Career Opportunities

Work in Hospitals, NGOs, Rehabilitation Centres and Schools as a professional counsellor, Open their own Counselling Centres and Special Schools for children. Other promising career options are: Counsellor in Corporate Houses, Police Training Institute etc.

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P.G. Diploma

Duration

1 Year Post Graduate Diploma Programmes

Fashion Makeovers

Eligibility

Post Graduation in any stream or a four year Bachelor Degree like BD, BFA, BMM etc.

About the Programme

This course is exclusively tailored to cover various aspects of Fashion, Theatre, Design, TV, Film, Photography and Modelling Makeovers. The fashion and cosmetology industry is becoming a multi billion dollar industry in India and creating myriad employment opportunities for those who have the flair and creative talent.

This course will take students from a basic foundation level to a high level of innovative and creative makeovers. Students opting for this course will learn the techniques to do theme based makeovers drawing inspiration from various sources, cultures, different ethnicities, characters etc.

Career Opportunities

Work for : Film and Theatre Industries, Fashion Houses, Modelling Agencies, Catalogues, Photography Agencies. Magazines, Ad Agencies, Music Videos, Salons,

Front Office Management

Eligibility

Graduate with 50% marks or equivalent examination

About the Programme

This programme is designed for young aspirants who want to serve in the front offices of various sectors. This course will equip the students with skills to handle the routine aspects of the office maintenance and communication. Upkeep and maintenance of official records and other related aspects shall comprise important areas of the course.

Career Opportunities

Front office jobs in Corporate, education, hospitality and service sector etc.

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