Prospectus
2013-14

APEEJAY COLLEGE OF FINE ARTS
JALANDHAR

Affiliated to Guru Nanak Dev University, Amritsar

Recognised as a Centre for Excellence by UGC

APEEJAY Stya
Svrán Group

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Students modelling during fashion show
Lavanya 2013

4 Year Professional Degree Programmes

with 8 Semesters

Design

B.D.

Eligibility:

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

Career Potential:

Fashion Design/Textile Design: Designers in Export Houses, Established Designers, Quality Controllers & Pattern Makers, Fashion Stylists, Fashion & Sapling Co-coordinators, Fashion Analysts, Merchandisers & Production Officers. Interior Design: Interior Designers with established Architects, Home/Lifestyle establishments, Service Consultant, CAD Designers, Assistant Architects, Project Managers.

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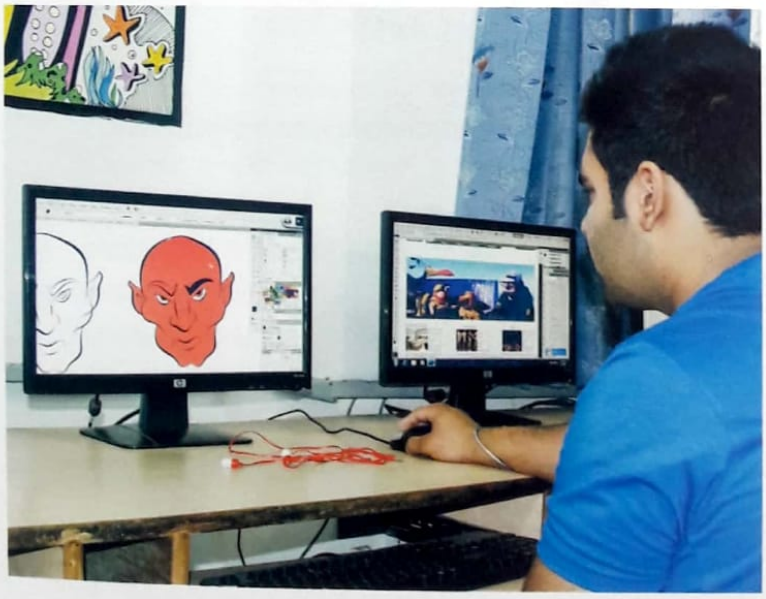
Students of Multimedia in Lab

Multimedia



B.M.M.

Eligibility :

10+2 with 50% marks or equivalent examination.

Career Potential:

Join the main stream of Animation and Film Industry in the following areas: as Graphic Designers, Character Designers, 2D Animators, 3D Animators, Visual Effect Artists, Audio-Video Editors, Game Developers, Cinematographers, Website Designers, Multimedia Content Developers, Stop Motion Animators.

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BFA Photo Studio

Applied Art

B.F.A. (Applied Art)

A photography project by Yuvraj, a student of BFA

Eligibility:

10 +2 with 40% marks or equivalent examination

Career Potential:

(Entertainment & Media) Art Directors, Visualizers, Illustrators or Cartoonists, Character Designers, Cinematographers, Creative Directors, Professional Photographers, Animation Artists (2D,3D), Graphic Designers (Web, Print, T.V.), Copy Writers, Art & Design teachers, Freelancers, opt for Post Graduate Studies in NID, IDC (Five IIT's in India) for M. Des. in Visual Communication, NIFT, FTII, Various Art & Design Colleges in India and abroad.

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Internet & Mobile Technologies

Newly Introduced

B.I.M.T.

Eligibility:

10 + 2 with Mathematics in any discipline from Punjab School Education Board/C.B.S.E. with minimum 40% marks in aggregate. Admission will be based on the merit of the entrance test to be conducted by the college.

Career Potential:

- With a Bachelor of Internet and Mobile Technologies one will be equipped for different streams within the growing Internet and Mobile Application industry
- Web Engineering stream roles include Web Engineer, Web Developer, Web Project Leader, Web Manager, E-Business Specialist, E-Business Developer, Enterprise Application Developer, Enterprise Application Project Leader, Workflow Specialist, Workflow Project Leader
- Generic Stream Roles include IT specialist, IT Project Manager, IT Manager, Systems Manager, Developer, IT Consultant, Project Leader, Software Developer, Solutions Architect
- Mobile Application Developers (IOS, Android, Windows)

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L to R : Prof. Rajesh Gill, Ms. Shruti Singh, Ms. Gurpreet Deo, Dr. Manjot Kaur, Dr. Sucharita during International Women's Day Celebrations in College

Undergraduate Diplomas

Human Rights & Duties - 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.

Add on Courses

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

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

- Global Trade Management
- Basic Cooking and Catering
- Tax Management
- Vastu Shilp

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Padamshree Rajinder Tiku, a renowned sculptor admiring the works of BFA students in the College Art Gallery

Applied Art

Mrs. S. R. Ladhar inaugurating the Exhibition *Deco-Fair*

M.F.A. (Applied Art)

Eligibility:

B.F.A. (Applied Art) with 45% marks in aggregate.

Career Potential:

(Entertainment & Media) Art Director, Visualizer, Illustrator or Cartoonist, Character Designers, Cinematographer, Creative Director, Professional Movies/Film Editors, Professional Photographers, Animation Artist (2D, 3D), Graphic Designer (Web, Print, T.V.) Copy Writers, Freelancer, Art & Design Teacher, Assist Prof. in Colleges, Pursue Doctorate, Start Publishing House or Animation Studio.

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Mr. Sarwan Singh Phillaur, Minister of Tourism and Cultural Affairs, & Jails, Punjab along with Mrs. & Mr. Viney Raj Aggarwal looking at sculptures created during a National Workshop in College.

1 Year Post Graduate Diplomas

Guidance & Counselling

Eligibility:

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

Career Potential:

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: Counsellors in Corporate Houses, Police Training Institute etc.

P.G.D.C.A. (Computer Applications)

Eligibility:

Graduate with 45% marks or equivalent examination.

Career Potential:

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

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A student getting a makeover

Fashion Makeovers

Eligibility:

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

Career Potential:

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

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