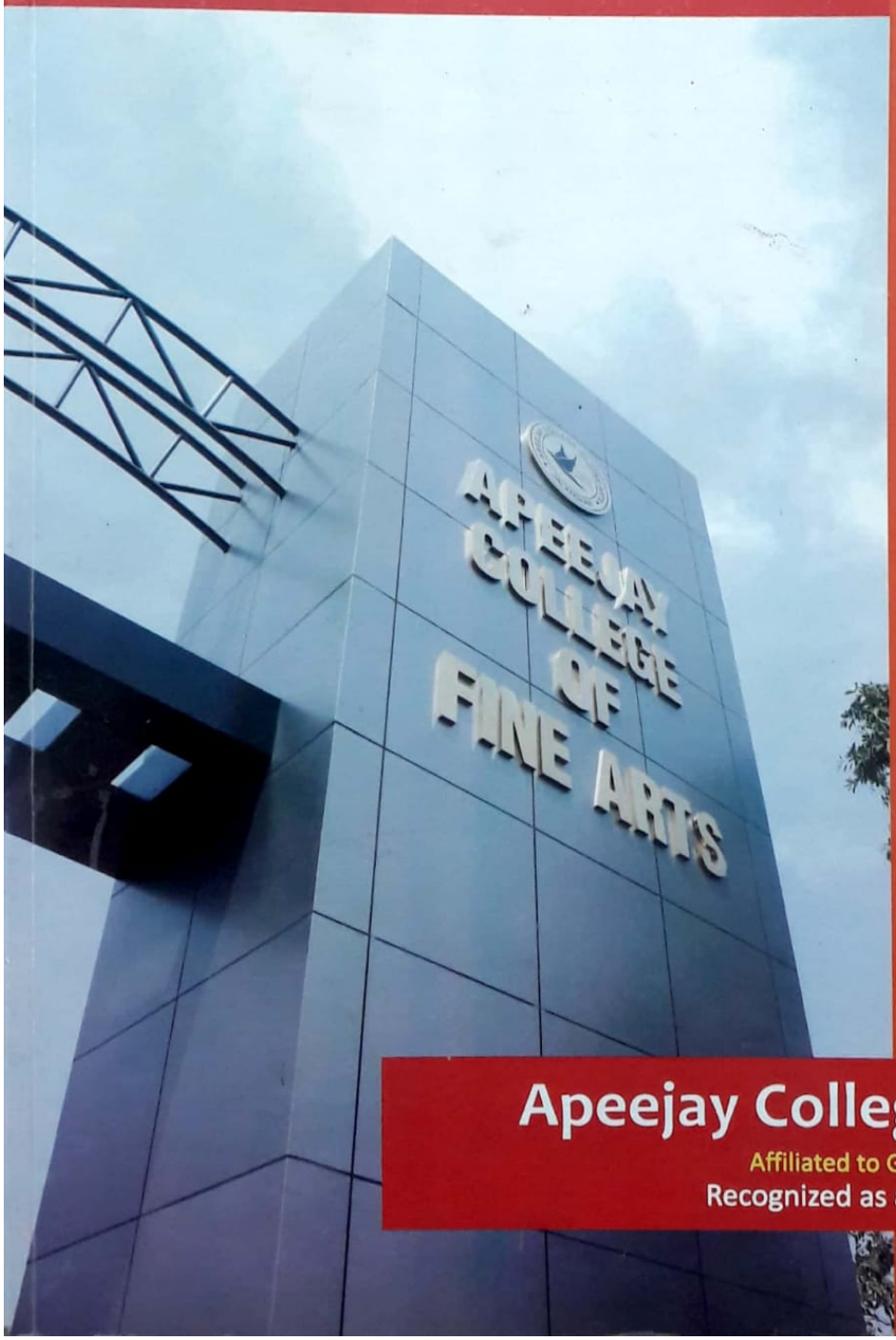
PROSPECTUS 2014-15



APEEJAY Stya
Svrán Group

Apeejay College of Fine Arts

Affiliated to Guru Nanak Dev University, Amritsar
Recognized as a Centre for Excellence by UGC

Scanned by CamScanner

Humanities/Social Sciences

Eligibility: 10 + 2 from a recognized board or equivalent examination

B.A.

Select any three optional subjects, not more than one from the following sets:

- English, Hindi (Elective).
- Fine Arts (Drawing & Painting), Sculpture, Economics.
- Psychology, Mathematics, Quantitative Techniques, History.
- Home Science, Physical Education, Computer Science.
- Political Science, Indian Classical Dance.
- Music Vocal, Music Instrumental, Philosophy.
- Psychology Honours- a two year programme.

B.A./B.Sc. (Economics)

Career Potential:

- Teaching Profession, Competitive Exams viz .I.A.S. Banking, Insurance etc.
- Bright prospects in Indian Economic Services, Indian Statistical Services, Planning Commission, National Sample Survey, Central Statistical Organization.
- Further studies in M.A., M.B.A., M.C.A., M.Sc. (Comp. Sc.), M.Sc. (I.T.), M.Sc. (Mathematics), M.A. (Economics) etc.

B. Vocation (B.Voc.)

Specializations :

- Theatre and Stage Craft
- Media and Entertainment-Sound Technology

Students practicing Sitar

Scanned by CamScanner

4 Year Degree

Design-B.D.

Specializations: Interior, Fashion, Textile

Furniture designed by students of Interiors

Models showing the creations of students of Fashion

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.

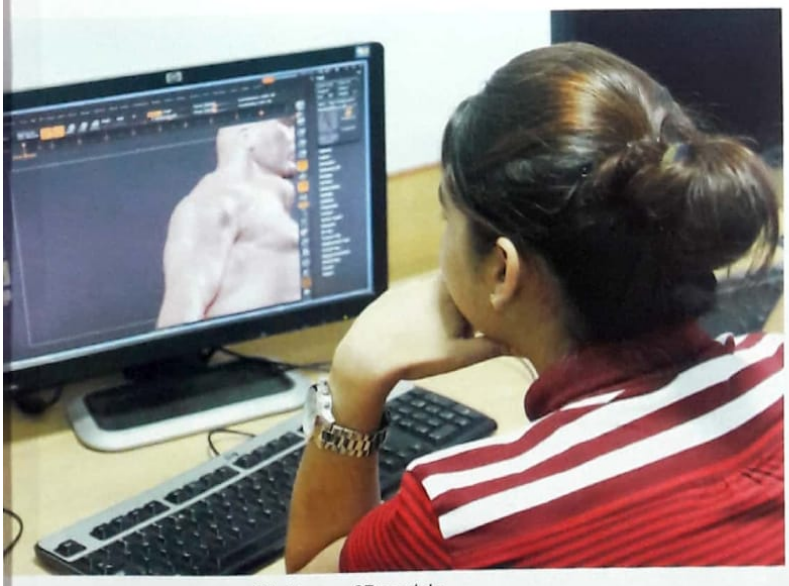
Student of Textile doing screen printing

Scanned by CamScanner

4 Year Degree

Multimedia
B.M.M.

Students working in Multimedia Lab



Working on 3D models

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

Scanned by CamScanner

4 Year Degree

Applied Art
B.F.A.

Applied Art preparing advertise

Students working on photography assignment

B.F.A. (Applied Art)

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.

Scanned by CamScanner

4 Year Degree

Internet & Mobile Technologies
B.I.M.T.

Students developing Internet software

B.I.M.T.

Eligibility:

10 + 2 in any stream from Punjab School Education Board/C.B.S.E. or equivalent with minimum 40% marks in aggregate.

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)

Scanned by CamScanner

Add on Courses

A student receiving her degree from Dr. Ajaib Singh Brar, Vice Chancellor, G.N.D.U., Amritsar as Mr. Viney Raj Agarwal Secretary, AES and Dr. Sucharita look on

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

Scanned by CamScanner

2 Year Degree

Master's in Applied Art

dents in Apple Computer Lab

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.

Students in Photography Studio

Scanned by CamScanner

Lord Swraj Paul with his family and students of Design

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.

Scanned by CamScanner

1 Year Post Graduate Diploma

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.

Students learn the craft of Fashion Makeover from an artist from Makeup Studio, New Delhi

Fashion Makeovers by students of Apeejay

Scanned by CamScanner