Prospectus

2016-17

Svrán Group

Apeejay College of Fine Arts

Affiliated to Guru Nanak Dev University, Amritsar

College with Potential for Excellence

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Under Graduate Degree Programme

Design

Duration: 4 Years

Bachelor of Design (B.D.)

Specializations: Interiors, Fashion, Textile

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 & Sampling co-ordinators, Fashion Analysts, Merchandisers & Production Officers. Interior Design: Interior Designers with established Architects, Home/Lifestyle establishments, Service Consultant, CAD Designers, Assistant Architects, Project Managers etc.

Apeejay College of Fine Arts

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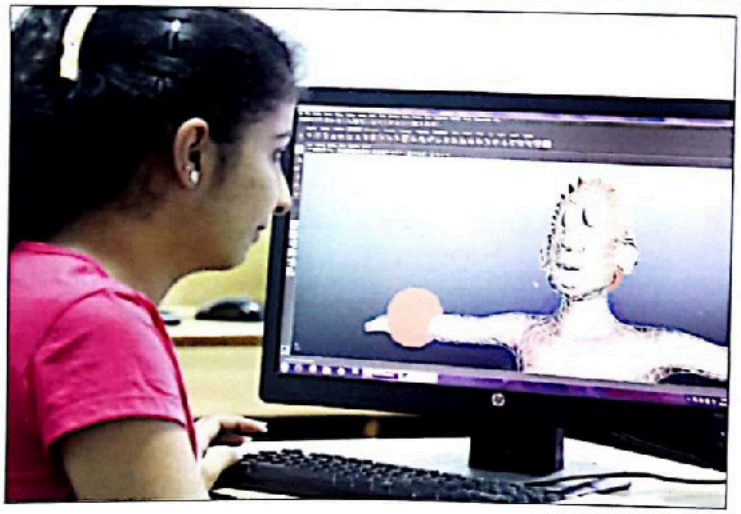
Multimedia

Duration: 4 Years

Under Graduate Degree Programme

Bachelor of 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, Professional Photographer, Visual Effect Artists, Audio-Video Editors, Game Developers, Cinematographers, Website Designers, Multimedia Content Developers, Stop Motion Animators etc.

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Under Graduate Degree Programme

Applied Art

Duration: 4 Years

Bachelor of Fine Arts (B.F.A) Applied Art

Eligibility:

10 +2 with 40% marks or equivalent examination

Career Potential:

Entertainment & Media Industry, 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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Humanities/Social Sciences

Duration: 3 Years

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

Bachelor of Arts (B.A.)/Bachelor of Science (B.Sc. Economics)

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

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 etc.
- 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.

Bachelor of Vocation (B.Voc.) Diploma/Advance Diploma/Degree

Specializations :

- Theatre and Stage Craft
- Contemporary Forms of Dance
- Sound Technology
- E- Commerce and Digital Marketing

Career Potential:

Online business ; Setup Professional Theatre; Sound Technician; Freelancing; Film Industry and TV etc.

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Applied Art

Duration: 2 Years

Students of Applied Art during their visit to Art College, Chandigarh

Master of Fine Arts (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 etc.

Rahul Dutta, Apeejay's Alumnus & Renowned Punjabi Film Songs Director during Meet the Alumni Programme

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Post Graduate Diploma Programmes

Duration: 1 Year

Guidance & Counselling

Eligibility:

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

Career Potential:

Hospitals, NGOs, Rehabilitation Centres and Schools as a Professional Counsellor, Open their own Counselling Centres and Special Schools for Children. 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 etc.

Apeejay College of Fine Arts

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Fashion Makeovers

Duration: 1 Year

Post Graduate Diploma Programme

Fashion Makeovers

Eligibility:

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

Career Potential:

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

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Add on Programmes

- **Global Trade Management**
- **Basic Cooking and Catering**
- **Tax Management**
- **Vastu Shilp**
- **Health Psychology**

Note: It is compulsory for all first year students to opt for any one of the above-mentioned 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.

- **Human Rights & Duties**

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.

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