

design studio

design your future

6

minutes to think
months to work

in six minutes you can sign a peace treaty, call off a war, make a new friend, save someone's life...in six minutes you can change your life too.

wonder what makes this course so matchless?

we believe in interactive teaching, the specialists

in the industry take classes you get direct

involvement in online projects. for more...read on

Course commencement on: _____

We are proud to present solutions for applied design training in the form of **Design Studio**, a futuristic learning package.

Design Studio emphasizes the need for basic fundamental skills. Particular attention is given to improve their drawing ability as well as to expose them to many different areas of graphic design, illustration, advertising and web designing. The classes also gives emphasis to basic core skills and progress to more advanced multimedia and animation techniques that include computer knowledge and software applications currently employed in the graphic design industry. We also train the students to create their portfolios.

Design studio is the brainchild of effects -design future. The design company has been in the business for the past 3 years spreading its roots both in India and abroad. With in this short span the group has established its name in new media.

Admission procedure

1. How to apply

Application forms can be obtained from the effects offices at Ernakulam and Trivandrum. You can also download them from the official website, ds.effectsworld.com. The filled application form should include a recent passport size photograph and self attested copies of certificates.

2. Right of entry

The programme is held for the minimum number of candidates. The candidates will be called in for a twenty-minute aptitude test. Questions will cover basic visual communications skills. The medium will be English.

3. Eligibility

Anyone can sign up for this programme, multimedia developers, new media aspirants, anybody with an artistic eye, those who want to enhance their career graphs, talented people who dream of making it big in the new media field can avail this opportunity.

4. Payment schemes

The entire course fee is Rs. 35,000. per student. You can avail a deduction of Rs 1000, if you bring along another eligible candidate.

You can either pay the fee in instalments or the whole of it. At the time of admission you are expected to pay Rs 15,000. The rest should be paid before the 6th module.

5. Placement assistance

We will provide placement assistance to the candidate if he/ she completes the course successfully and with in the stipulated time. We also have a provision to absorb the candidate if he/she proves to have laudable talents.

6. Certification

On the completion of the programme a certificate attested by professionals in the current field will be presented.

Course Structure

Module	Subject	Theory	Practical
1	Design fundamentals	<ul style="list-style-type: none"> ✓ Elements of design [1st week] ✓ Elements of composition [2nd week] ✓ Elements of applied design [3rd week] ✓ Visual media and advantages [4th week] 	<ul style="list-style-type: none"> ✓ Basic & experimental drawing/ painting ✓ A number of exercises, in design theory elements and principles ✓ Introduction of software's
2	Knowing more design	<ul style="list-style-type: none"> ✓ History behind visual communication [1st week] ✓ Content development and typography [2nd week] ✓ Choosing a media [3rd and 4th weeks] 	<ul style="list-style-type: none"> ✓ Skill development [software] and idea sketches for assignments ✓ A number of exercises, which involve the student in components of visual communication
3	Specialise –Media I	<ul style="list-style-type: none"> ✓ Print and advertising media [1 month] 	<ul style="list-style-type: none"> ✓ A number of exercises related to the media ✓ Production, reproduction & pre-production ✓ Computer graphics ✓ Image development ✓ 2-Dimensional design ✓ Package design ✓ Visit a printing press ✓ Portfolio presentation ✓ Case studies
4	Specialise –Media II	<ul style="list-style-type: none"> ✓ Web media[1 month] 	<ul style="list-style-type: none"> ✓ A number of exercises related to the media ✓ Programming fundamentals ✓ 2D animation techniques ✓ Video and sound ✓ Portfolio presentation ✓ Case studies
5	Specialise –Media III	<ul style="list-style-type: none"> ✓ Interactive media and animation[1 month] 	<ul style="list-style-type: none"> ✓ A number of exercises related to the media ✓ Navigation study ✓ Scripting ✓ Video & sound ✓ 2D & 3D animation techniques ✓ Authoring tool ✓ Case studies
6	Project	<ul style="list-style-type: none"> ✓ Choose a media and develop materials to bring out the maximum possibility of the along with the creative skills. 	

Materials

Hand-tools: Papers | Colors | Brushes/Pens/pencil | Other mediums

Computer-tools: Software tools | Program Support

Project/Assignments Evaluation

Review: Attendance, effort, growth, participation, and improvement periodic critiques.

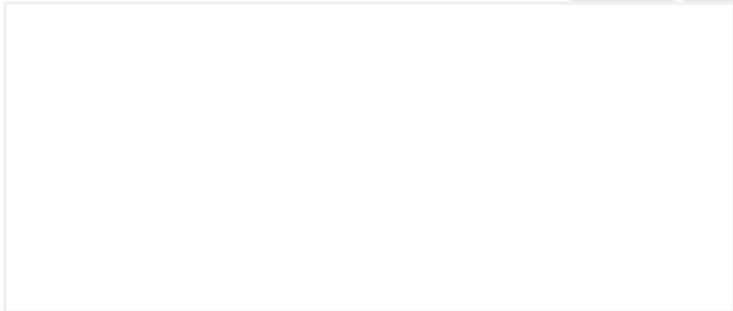
Critiques: Discussions which represent an oral evaluation of students' work as well as the ability of student to verbally express the concepts of design theory.

Grading of major projects/assignments is done on a five point scale: 1. One time completion.

| 2. That the work reflects the concepts of the problem as presented in the project or the original intention that originated the project. | 3. That the work shows adequate and appropriate craftsmanship.

4. That the content of the work has originality and reflects the student's independent creativity. | 5. Aesthetic value according to some qualitative judgment factor.

Individual Consultation: Private discussions between instructor and the student, which allow an individual analysis and assessment of student progress and success.



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