



**ITM** SKILLS  
UNIVERSITY  
Institute of Design and Media

**31** Years of  
excellence in  
education

# IDEATE INNOVATE IMPLEMENT

at India's Finest Design Institute



## ACADEMIC PARTNERS

**POLITECNICO  
DI MILANO**





# WELCOME TO ITM-IDM

Established in 2010, We are one of India's Best Design Schools. We offer courses in Fashion Design, Interior Design, Visual Communication, & VFX and Animation. At our campuses in Mumbai - Andheri and Navi Mumbai - Nerul we sharpen your skills, & prepare you for the challenges of today's design & media world.







ITM IDM is awarded as the  
**TOP DESIGN INSTITUTE**  
at Times Education Icons 2021



# AWARDS AND ACCOLADES



## TIMES EDUCATION ICONS AWARD

TIMES EDUCATION ICONS AWARD - ITM IDM was awarded Top Design Institute award at Times Education Icons 2019, Mumbai.



## EDUTAINMENT

India's largest educational exhibition and summit, the 'Edutainment Show' was organised in Mumbai on 19th & 20th May 2017 at Hotel Sahara Star. ITM IDM had exhibited Interior design and Fashion design students work and won a Second runner up Trophy and a certificate in Emerging Design school category.



## Gold Winner - ITM IDM EDUSYS

The installation is all about reimagining education system in India. The new system can be achieved by introducing students to different teaching & learning methodology, which will develop different skills & abilities

# TIMES Education Icons

Circulated with The Times of India, Mumbai

POWERED BY **BombayTimes**

Monday, December 27, 2021

An Advertorial, Education Promotional  
An Optimal Media Solutions Initiative, A division of Times Internet

## FELICITATING THE BEST IN THE FIELD OF EDUCATION



Education plays a vital role in every individual's life. In order to felicitate the best schools and educational institutes in the city, we present the Times Education Icons 2021, an event conducted by Optimal Media Solutions (A division of Times Internet Limited). The ceremony was attended by renowned educationists and emi-nent celebrities including Suniel Shetty, Kiara Advani and Nushratt Bharuccha. This event was anchored by Sachin V Kumbhar, who regaled guests with his witty one-liners. These awards are based on surveys conducted for the top business schools, engineering colleges, education institutes in the field of fashion design, architecture and hotel management as well as schools across Mumbai. The winners of the said event are selected basis survey conducted by independent research agencies Avance Insights Pvt Ltd. (previously Avance Field & Brand Solutions LLP) for Times School Survey 2021, Times Engineering Survey 2021 and Times Top Education Institutes Survey 2021 and Market Xcel Data Matrix Pvt. Ltd. for Times B-School Survey 2021.



Sachin V Kumbhar  
Celebrity Host

Kiara Advani giving the award to Dorothy Joseph, Janet Aranha, Diella Verghis, Muriel Fernandes, Dr Snehal Pinto, Anjali Bowen, Varsha Kumta, Gitanjali Khanna and Archana Singh for Ryan Group of Institutions



A day filled with  
**EXPERIENCES**  
from the World of Design





# About ITM Institute of Design & Media

ITM Group of Institutions has collaborated with some of the world's leading educators to establish the ITM Institute of Design & Media (formerly known as ITM Institute of Fashion, Design and Technology). Our pedigree in management and technology education is ideally suited for a 'fresh' approach towards developing students for careers in Fashion Design, Interior Design, Visual Communication and VFxA.

Located at Mumbai & Navi Mumbai, the leading cities of India, ITM IDM has been built from the ground-up to deliver technologically advanced and industry relevant training. ITM IDM is fully equipped with the latest computing technology and technical laboratories for specialized training in design and production. The CAD lab provides the IT-enabled learning environment with objective of developing computer savvy professionals. The lab is well set up with latest design software and hardware at every workstation. All Classrooms are equipped with modern A/V equipment, in addition to ample spaces for creative thinking and collaborative work in both the campuses.

# ACADEMIC VISION

ITM Institute of Design & Media shall develop our students in a holistic manner, focusing on the 3 H's, namely Hands, Head & Heart. The H3 Mnemonic is a guideline for our course curriculum and delivery, referring to three areas of student development:



## HAND

ITM Institute of Design & Media shall develop our students in a holistic manner, focusing on the 3 H's, namely Hands, Head & Heart. The H3 Mnemonic is a guideline for our course curriculum and delivery, referring to three areas of student development:



## HEAD

Thorough understanding of design, starting with design fundamentals and covering the latest industry knowledge, through classroom and field learning experiences.



## HEART

Developing a personal design philosophy, understanding the source of design, building an understanding and appreciation of art and design history.

ITM IDM has co-created with its international academic partners, A state-of-the-art curriculum for the Bachelor of Design programs. The curriculum focuses on experiential learning, applied research, individual and group projects, personal development, fundamental skills and soft skills of the students.



# INTERNATIONAL ACADEMIC PARTNERS

**POLITECNICO  
DI MILANO**

## **Politecnico Di Milano**

The Polytechnic University of Milan is the largest technical university in Italy, with about 42,000 students. The university offers undergraduate, graduate and higher education courses in engineering, architecture and design. Founded in 1863, it is the oldest university in Milan.



**LaSalle College**  
Vancouver

## **LaSalle College Vancouver, Canada**

LaSalle College Vancouver, Canada & ITM Institute of Design & Media have entered into an Academic Transfer Agreement. This agreement will also enable students to explore possible opportunities for Internships, jobs & possible PR\*

\*Depending on their merit.



**Manchester  
Metropolitan  
University**

## **Manchester Metropolitan University**

MMU (School of Art and Fashion Institute) and ITM IDM signed an MOU in October 2020. MMU & ITM IDM have an articulation agreement which permits ITM IDM students who have successfully completed the first two years of B.Des Visual Communication, B.Des Interior Design, or B.Des Fashion Design, to transfer onto the second year of selected programs in Manchester. Students will then receive a Bachelor of Arts degree awarded by MMU (BA (Hons) Graphic Design, BA (Hons) Interior Design, BA (Hons) Fashion, or BA (Hons) Fashion Design and Technology). In addition to the transfer option after two years, students have an option to transfer for the International Top Up Degree after completing three years at ITM IDM.

# ITM IDM Pathway Programs

## Your gateway to Study, Work and Settle abroad

ITM Institute of Design and Media has collaborated with two of the world's most renowned design institutions to enable our students international aspirations. ITM IDM's B.Des programs are academically mapped to similar programs in these institutions, allowing students to transfer the academic credits they have earned in the first year and second year of the B.Des program, and complete their studies at the collaborating institution seamlessly, graduating with a full degree and post-study work permits.

This Academic Pathway has been created for all students who wish to graduate, work and settle in Canada or UK.



**Lasalle College Vancouver, Canada**  
[www.lasallecollegevancouver.com](http://www.lasallecollegevancouver.com)

LaSalle College Vancouver is a boutique-design school offering applied arts programs that help graduates build rewarding, lifelong careers. With more than 30 programs, the institution is a place where creativity runs free. In addition to its close links with industry, both in Canada and around the world, LaSalle College Vancouver offers small classes for a premium education experience in an advanced facility with instruction from leading experts.

LaSalle College Vancouver delivers programs with credentials ranging from bachelor's degrees, diplomas and certificates and has been consistently named the top undergraduate school in Canada for video game design by the Princeton Review.

### ITM IDM Pathway programs with Lasalle College

- Bachelor of Applied Design in Graphic Design
- Bachelor of Applied Design in Interior Design
- Bachelor of Design in Fashion Design

### Approximate Annual Costs

- Annual Fees : CAD 35,000
- Living Costs : CAD 10,000
- Academic Costs : CAD 5000





**Manchester Metropolitan University, UK**  
[www.mmu.ac.uk](http://www.mmu.ac.uk)

Manchester Metropolitan University is one of the largest universities in the UK, with over 34,000 students enrolled, and is home to a diverse international student population from more than 130 countries.

The University is ranked amongst the world's top 200 universities (Times Higher Education Young University Rankings 2020), which is a measure of its commitment to delivering and supporting quality research and teaching. Its School of Architecture is ranked 3rd in the UK for architecture courses and 11th in the world in the QS World University Rankings 2021. It is home to a triple accredited Business School, placing it among an elite group of business schools worldwide.

Manchester Metropolitan provides its students with regular employability events including advice workshops, industry networking, guest speakers and careers fairs. The University has industry links with global companies, including Nike, Walt Disney, Microsoft, IBM and more.

#### **ITM IDM Pathway programs with Manchester Metropolitan University**

- BA Hons Fashion Design
- BA Hons Interior Design
- BA Hons Graphic Design

#### **Approximate Annual Costs**

- Annual Fees: GBP 18,000
- Living Costs: GBP 10,000
- Academic Costs: GBP 5000

#### **How does it work**

1. Students who successfully complete Year 2 of the ITM IDM B.Des program are eligible for transfer. Based on academic performance, some or all of the credits earned are transferable. Students will transfer into the third year of the program, and be able to graduate in 18-24 months.
2. There is significant cost savings in taking this option, as the fees for the first two years at ITM IDM are as per normal INR Fees Schedule. Approximate cost savings of the first two years is INR 30 lacs per year.
3. After graduation, students are eligible for a Post Study Work Visa of 2-3 years, and will get job placement support from the Institution. It is possible to continue on to Permanent Residency (PR) or visa extension.

**ITM IDM charges a transfer fee of INR 1,00,000 for students who opt for the pathway.**





EAT  
DRINK  
DESIGN  
SLEEP  
REPEAT





# INFRASTRUCTURE

ITM IDM is fully equipped with the latest computing technology and technical laboratories for specialized training in design and production.

The CAD lab provides IT-enabled learning environment with the objective of developing computer savvy professionals. The lab is well set up with latest design software and hardware at every workstation.

The Fashion Design Pattern Lab offers hands-on training In pattern engineering, marker making with modern techniques including Tukatech technology and other software for enrichment of students.

All Classrooms are equipped with modern A/V equipment, in addition to ample spaces for creative thinking and collaborative work, The Interior Design students use the drafting rooms and workshops.







# CAMPUS Life

Experience our creative world  
of design & shape your life









# Industrial *Visits*



Animation & VFX Students visit Prime Focus Studio



Fashion Designing Students visit Mangaldas Market



Interior Designing Students visit Mumbai Urban Art Festival





Visual Communication Students Accord Studio



ITM IDM Students visit  
Kala Ghoda Arts Festival



Interior Designing Students visit Turbhe Market



Interior Designing Students visit DESIGNO's Exquisite Interior Materials and Accessories





# STUDENT TESTIMONIALS



I will recommend ITM IDM faculty because they are very supportive and punctual. They create a great environment to openly solve any queries or doubts related to subjects.

**VISHAL MONDAL**  
B. Sc. VFX & Animation



Being a 3rd-year student in the design field, I have inferred that when thoughts merge and work towards the same direction, they are sure to reach their goals. The amicable and experienced faculties at ITM IDM always have my back and inspire me to keep learning and growing. The collaborative approach and competitive atmosphere that the college provides have proved to be very helpful in my day-to-day life. I see my skills improve along with my personal development over the last 2 years. I am happy to be a student of ITM IDM.

**DISHA SAMBHOO**  
B.Des Visual Communication



I chose Interior Designing because I'm very fond of drawing, Set Designing from school times and also love to design the space.

I chose ITM-IDM because of the faculty; they are so helpful and cheering and supportive at the same time. The campus has an uplifting atmosphere to study. The Institute provides us the best facilities to excel in our interest and in studies. We are happy to team up with our seniors and explore & learn more.

**GARIMA PIRTHANI**  
B.Des Interior Design



Doing something new every time and adding a dash of creativity to simple things was always what I did as a child, this lead me to take up design, fashion as my career choice.

Here at ITM IDM we have research at its core. The teachers' give equal weightage to both theoretical and practical knowledge. The course and the teaching methodology together helps in building up a strong base and making us ready and fit to face the fashion industry.

**SRUSHTI AGASHE**  
B.Des Fashion Design



**VIDHI SRIVASTAVA**

B.DES - Interior Design

**Transfer to MMU, UK for 2nd Year**



My biggest motivation for doing this course, that is, Interior Design was my immense admiration towards buildings and structures.

I realized how important designing is and how I am inclined towards it, which made me think that which course would combine both a little bit of technicality and design process, and I came to realize that Interior design fits my vision and that's how I decided to opt for this course.

The biggest reason why I wanted to opt for the transfer program to Manchester Metropolitan University was the immense amount of exposure that it is going to provide me, and it will open my mind and let me branch out my vision for future.

B.Des Interior design is an extremely helpful course because it combine theoretical knowledge and practical skills. In this particular stream, we learn from the basics to intermediate upto professional skills.



These 2 months of internship under Sougat Paul have proved to be extremely useful in terms of getting an insight of how the industry functions. From developing prints to embroidery samples from handling clients to Handling the karigars, this internship has given me all the practical knowledge that is required to survive in the fashion Industry. I would like to express my gratitude to ITM for giving me such a wonderful opportunity which helped in moulding my career in the Fashion Industry.

**Darshita Waingankar**  
Fashion Design



After completing two years at ITM IDM, I realized it was time to put my skills to test, & to expose myself to the real world. I received an opportunity to intern at KNS Studio Pvt Ltd from May 2018 to July 2018. I started off by acquainting myself with the working of the firm and assisting teams to meet their goals. By employing tools such as AutoCAD and Photoshop, I worked on presentations, technical layouts, design elevations & detailed drawings.

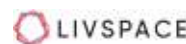
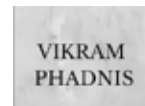
**RISHMA. R. MADNANI**  
Interior Design

# INTERNSHIPS

ITM Institute of Design & Media's prime objective has been to create a critical mass of highly competent design professionals, capable of providing leadership to the global design industry.

ITM IDM facilitates graduating students to start their careers successfully. Today, ITM Institute of Design & Media alumni are working with well-known brands across the country.

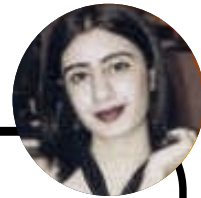
## SOME OF OUR TOP RECRUITERS



# PLACEMENTS

ITM IDM Professionals are some of the most creative minds in the country, who go through a very stimulating & challenging academic schedule that sharpens their faculties and prepares them to face any challenge in the ever-evolving world of Design.

The placement cell works round the year to create internship & placement opportunities for all the students.



I joined the father-daughter owned & controlled companies Panache Embroideries & Shilpa Panjabi Haute Couture respectively, as an intern after completing second year of my fashion design course. Going into the company/s I didn't know what to expect or what kind of work I would be doing but everyone in the company/s, made me feel very welcome and a part of their team. I was given plenty of work to perform in designing, embroidery making and other similar Preparations.

**KAJOL SOMAI**  
Fashion Design



Being a part of the Interior Design program at "ITM IDM" helped me to grow as a person as well as a student. I personally found the teachers to be incredibly helpful, also the activities & workshop held, helped me throughout. The program offered educational trips, industrial visit. I worked under Mr. Sanjesh Raut (Interior Designer) who owns a firm named "Sanjesh Raut Interior designer & decorators" which is based in Vasai. During my internship tenure I was able to expand my skill set & strengthen it.

**PRACHITI**  
Interior Design



# Establish Your Design Career with **ITM-IDM**



## **B.Des Fashion Design**

Our Fashion Design course pushes the students to learn about fashion history, fashion design theory and principles, fashion illustration and sketching, fabric and materials selection, pattern making, garment construction, and fashion marketing. Students can develop their design skills through hands-on projects and assignments and create unique fashion pieces.

### **Career Options:**

- Fashion Designer • Costume Designer for Film & Production house • Illustrator • Fashion Forecaster & Fashion Buyer
- Fashion Consultant • Fashion Stylist for media • Fashion Journalist • Academician
- Apparel Production Manager
- Fashion Co-ordinator
- Fashion & Visual Merchandiser



## **B.Des Visual Communication**

Visual Communication is a fascinating subject that encompasses a wide range of creative practices, including graphic design, typography, photography, illustration, and more. It is a dynamic and exciting field that involves the use of visual elements to communicate ideas, messages, and emotions. At ITM IDM, this course is designed to teach students a wide range of skills that help solve complex visual problems, including design research, branding, aesthetics and creating meaningful and lively images.

### **Career Options:**

- Graphic Designer • Creative Designer • Exhibition Designer
- Magazine Designer Packaging Designer • Digital / Multimedia Artists • Web Designer
- UI/UX Designer • Art Director
- Professional Photographer
- Visual Designer
- Media Designer



## B.Des Interior Design

B.Des Interior Design program mainly focuses on promoting experimental, research, analytical, theoretical and critical approaches to create a design that stands out from the rest. Such creations are 100% supported by one-of-its-kind labs with expert faculties and industry masters who are marked as the masters of design in the market.

### Career Options:

- An Interior Designer: Freelance / Self employed / Partnership / Associateship / Employee
- Design Photographer
- Computer aided draftsmen
- Visual Merchandiser
- Set Designer
- Autocad/ 3DS Max/ Sketchup expert
- Landscape Designer
- Furniture Designer
- 3D Visualizer
- Product Designer
- Model Maker
- Interior Stylist
- Lighting Designer
- Academician



## B.Des Animation & VFX

Make the vision a reality!

Create stunning 3D animation and imagery, and learn how to use visual effects to blow things up without blowing up your computer! Our experienced professional faculties will take you on an interactive virtual journey, teaching you the fundamentals of modelling, texturing, rendering, lighting, and technical direction, culminating in you becoming a part of an incredible industry.

### Career Options:

- Visualizer
- Storyboard Artist
- BG Modeler / Character Modeler
- Texturing Artist
- Graphic Designers
- 2D / 3D Animator
- Production Assistant
- Illustrator
- VFX S/B Artist
- Match Movie Artist
- FX Artist
- Composer
- Matte Painters
- Digital Lighting and Shading Artist
- Motion Graphic Designer



## B.Des UX Design

UX Design is a sunrise industry which is growing very fast due to the growth in the digital economy. It is the design of digital products which combine arts, science, psychology and technology. Applicable to students from any field, UX Design is understanding human behaviour and applying the design process to create the experience for digital products such as websites, mobile apps and other digital interfaces. Companies such as Google, Microsoft, Infosys, Cognizant and many more today have large UX teams and departments.

### Career Options:

- User Experience Researcher
- UX Copywriter
- Product Designer
- UX Architect/ Information Architect
- UX Analyst
- User Experience Strategist

# B.Des Fashion Design

## The Fashion Design Industry

'I wish I had invented blue jeans. They have expression, modesty, sex appeal, simplicity - all I hope for in my clothes.' - Yves Saint Laurent Did you ever wish that you had invented blue jeans? Do you dream of your designs adorning beautiful models as they walk the ramp to the applause of thousands of cheering fans? Yes? Then you belong here - in the global fashion industry.

The world of Fashion today is not just an idea, it's a reflection of cultures and societies. It is a mirror to our individual personalities & world economies. It's no wonder that the Paris Fashion Week that dates back to the 70's is still one of the most significant events in the Fashion Industry. The industry is pegged to grow at a 200% rate in the next decade alone in Asia & Eastern Pacific & Indian Designers have taken the world stage by storm!



## About the Course:

B.Des Fashion Design program is a highly-crafted learning method to promote experimental, research, historical, theoretical and critical approaches to the creation of design. The students receive training through a range of activities with a pillar of highly qualified faculty who are professional designers, supported by sessions from industry experts and educational visits.

The industry-based syllabus strives to develop a wide range of specialised and transferable skills in the area of fashion design, development of garments, technical design, styling, marketing, history, journalism, research, and documented visual presentation of projects along with interpersonal skills. Developing debate, management and team skills through external projects, alternative sites, and opportunities are also a part of practical learning.

## Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.



# CURRICULUM

## YEAR 1

- Design Fundamentals & Design Process
- Story of Art & Design
- Introduction To Digital Design
- Field Study, Material & Form Explorations
- Building Communication & Critical Skills - 1
- Fashion Illustration & Representation Techniques
- Pattern Development & Garment Construction
- Art History & Appreciation
- Material Study & Form Realization
- Digital Design I
- Building Communication & Critical Skills - 2

## YEAR 2

- Visual Research & Design Development
- History Of Indian Textile & Fashion
- Fashion Business
- Pattern Development & Production Techniques
- Sustainable Design Practices & Upcycling
- Advanced Illustration
- Building Communication & Critical Skills - 3
- Advanced Technical Studies
- Advanced Design Studies
- Global Trend Research & Fashion Forecasting
- Apparel Production Management & Quality Assurance
- Digital Design - II
- Craft Research & Interdisciplinary Project

## YEAR 3

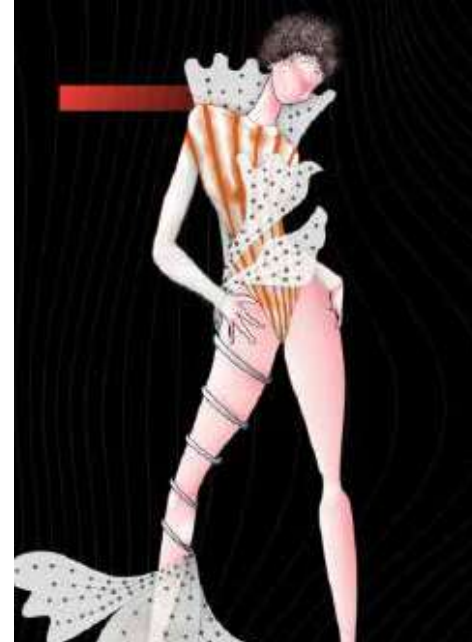
- Applied Design Studies I - Technical Pathways Options ( Any 1)
- Men'S Wear - Ethnic/ Denim
- Womens Wear - Ethnic
- Kids Wear- Knit Wear
- Applied Design Studies I - Non Technical Pathways Options ( Any 1)
- Fashion Buying & Merchandising
- Visual Merchandising
- Applied Design Studies II - Technical Pathways Options ( Any 1)
- Couture / Avant-Garde
- Costume Design
- Applied Design Studies II - Non Technical Pathways Options ( Any 1)
- Fashion Styling & Fashion Communication
- Fashion Prints & Graphics
- Critical Skills-Industry Readiness - 1

## YEAR 4

- Graduation Project (Live Industry/ Hypothetical)
- Digital Design III
- Critical Skills - Industry Readiness - 2
- Design Portfolio
- Industry Internship



**OUR**  
**STUDENT**  
*Work*







# B.Des Visual Communication

## The Visual Communication Industry

This is a mixed discipline between design and information development which is concerned with how media intervention such as Print and Electronic media, Digital or Presentations communicate with people. Talent lies not only in the traditional skills of the hand, graphics or through a variety of medium but also in the ability to think strategically in design and marketing terms. Its process involves strategic business thinking, using market research, creativity, and problem-solving.

Students learn to attain creative design thinking skills as a Visualizer. Visual communication program includes instruction in graphic design, web design, animation, typography, photography, and other creative and technical subjects. Students have the opportunity to specialize in a particular area such as graphic and interactive design. There are many job avenues that would be open to you on completion of this course.



## About the Course:

The program of Visual Communication provides superior design education by encouraging interdisciplinary approaches integrating evolving media with creative and conceptual development skills. The industry expects designers with a wide range of skills that help solve complex visual problems, including design research, branding, aesthetics and the creation of meaningful images.

## Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.



# CURRICULUM

## YEAR 1

- Design Fundamentals & Design Process
- Story of Art & Design
- Introduction to Digital Design
- Field Study, Material & Form Explorations
- Building Communication & Critical Skills - 1

- Art, Design & Media Practice Within Digital Environment - I
- Visual Expression
- Design & Innovation
- History of Art & Appreciation
- Typography & Calligraphy - I
- Building Communication & Critical Skills - II

## YEAR 2

- Art, Design & Media Practice within Digital Environment- II
- History of Graphic Culture
- Creative Illustration - I
- Typography & Calligraphy - II
- Graphic Design
- Building Communication & Critical Skills - III
- Art, Design & Media Practice Within Digital Environment - III

- Art Direction
- Photography & Videography
- Editorial Design
- Creative Illustration - II
- Typography - III
- Interdisciplinary Project
- Craft Documentation On Design & Development

## YEAR 3

- Web Design
- Motion Graphic & Design
- Copywriting
- Iconography
- Advertising
- Mobile App Design
- Packaging Design

- Managing A Creative Business
- Digital Marketing
- Short Film Production
- Creative Illustration - III
- Visual Merchandising
- Typography-IV
- Critical Skills-Industry Readiness - I

## YEAR 4

- Research & Design Development
- Graduation Project (Live Industry/ Hypothetical + Elective Subject)
- Portfolio Development

- Critical Skills-Industry Readiness - II
- Industry Internship

Please Note:

- Professional Study Tour is conducted every year for all verticals
- Employability Skills shall be a part of semester 6 for all the verticals







# B.Des Interior Design

## The Interior Design Industry

Interior Design has travelled a long way after gaining autonomy from Architecture and stepping beyond the arena of decoration and furnishings. It is rapidly rising in India as a profession, a passion and a successfully blooming business.

Interior Design as full time education has become popular in the last few years. ITM Institute of Design & Media has taken conscious steps of transforming creative talent into successful Interior design professionals. ITM Institute of Design & Media equips students to branch out into multiple career options in Interior Design.



## About the Course:

B.Des Interior Design is a program focused on promoting experimental, research, analytical, theoretical and critical approaches to the creation of design. Supported by state-of-the-art labs, a team of expert faculty and industry experts who are design professionals, the students are trained through a range of activities including industry and field visits.

The learning phase consists of a wide range of students abilities, talent and skills such as designing residential and commercial space, digital creativity and space planning, understanding of cultural preferences, leadership, entrepreneurial and management skills.

## Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.

# CURRICULUM

## YEAR 1

- Design Fundamentals & Design Process
- Story of Art & Design
- Introduction to Digital Design
- Field Study, Material & Form Explorations
- Building Communication & Critical Skills - 1
- Introduction to Architectural Representation
- Interior Design Studio
- History of Design - I
- CAD - I
- Building Materials & Construction
- Building Services
- Building Communication & Critical Skills - II

## YEAR 2

- Studio Project 2- Residential Interior Space Design
- Interior Detailing - I
- Advanced Building Services - I
- History of Design - II
- Landscape Design - I
- Building Communication And Critical Skills - III
- CAD - II
- Studio Project 2- Commercial Interior Space Design
- 3D - CAD
- Interior Detailing - II
- Advanced Building Services -II
- Landscape Design - II
- Interdisciplinary Project

## YEAR 3

- Studio Project 4 - Retail Interior Space Design
- Advance 3D CAD
- Professional Practice - I
- Advance Interior Detailing
- Photography & Interior Styling
- Studio Project 4-Service Industry Space Design
- Advanced 3D CAD - II
- Professional Practice - II
- Sustainable Interior Design
- Entrepreneurship
- Project Management
- Critical Skills - Industry Readiness - I

## YEAR 4

- Graduation Project (Live/Hypothetical)
- Advance 3D Rendering
- Critical skills - Industry Readiness
- Vastu / Feng Shui
- Industry Internship

Please Note:

- Professional Study Tour is conducted every year for all verticals
- Employability Skills shall be a part of semester 6 for all the verticals



# OUR STUDENT *Work*







# B.Des Animation & VFX

## The VFX and Animation Industry

Animation and VFX are two booming streams of the entertainment industry. The Indian entertainment industry has been quick to adapt, according to a report from FICCI-KPMG, the estimated worth of animation industry is expected to increase up to Rs. 20.9 billion & the VFX industry is estimated to increase up to Rs. 87.1 billion. With exponential growth in both the industries & rapid developments in new technologies the demand.



## About the Course:

Create the impossible! Develop stunning 3D Animation and imagery and learn how to use visual effects to blow stuff up, without accidentally blowing your computer up! Our faculty will take you on an immersive journey; teaching you the basics of modelling, texturing, rendering, lighting, and technical direction that will culminate with you being a part of an amazing, industry.

This new-age degree offered is a one of a kind programme which imparts strong fundamental knowledge and practical idea of the fast-growing VFX and Animation sector. Designed by veterans who are completely aware of the needs of the industry. The program enables students to grasp fundamental knowledge of the concept of art and basic principles of VFX and Animation. Teachings on the basics and advanced concepts of 2D, 3D animation & knowledge development about storytelling, photography, compositing and motion design are important parts of the training during the course.

## Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.

# CURRICULUM

## YEAR 1

### Theory + Practical Subjects

- Design Fundamentals and Design Process
- Story of Art and Design
- Field Study, Material & Form Explorations
- Building Communication and Critical skills - 1

### Practical Subjects

- Introduction to Digital Design

- Drawing Basics
- Camera and Composition
- Script Writing
- Introduction to VFX and Rotoscopy
- Introduction to Matte Painting
- Building Communication and Critical skills - 2
- Production Design

## YEAR 2

### Theory + Practical Subjects

- Advanced Drawing
- Animation Principles and Story Boarding
- 2-D Animation
- Advanced Rotoscopy
- Building Communication and Critical skills - 3

- 3D CG-I Asset Creation
- VFxA Paint
- Clay Modeling and Animation
- World Cinema and Principles of Film Making
- Principles of Mgt, Production Mgt, Prodn Finance and Content Monetising

## YEAR 3

### Theory + Practical Subjects

- 3D CG - II Look Development
- Match move
- VFxA Compositing - I Visual Scene Development
- 3D CG-III Rigging and Animation
- VFxA Compositing - II  
- CG Ingestion in Live Action

- 3D CG-IV - Elements and FX
- Basic of Film, TV, OTT & Media Marketing (Content repurposing)
- Motion Graphics
- Rotomation
- Critical skills - Industry Readiness - 1

## YEAR 4

### Theory + Practical Subjects

- Animation and VFxA Film Screening
- Media Laws & Ethics (Overview of IPR, Piracy, Cyber laws and Security)
- Business and Entrepreneurship (Life and Polyskills)

- Critical skills- Industry Readiness - 2
- Animation and VFxA Movie Making
- Portfolio Building

Please Note:

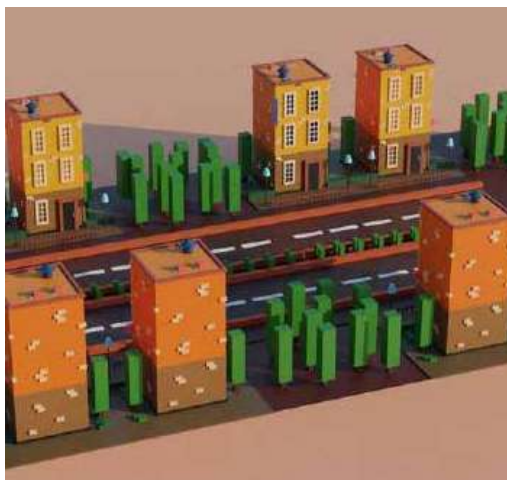
- Professional Study Tour is conducted every year for all verticals
- Employability Skills shall be a part of semester 6 for all the verticals





**OUR**  
**STUDENT**  
*Work*







# B.Des UX Design

## The UX Design Industry

The UX (User Experience) design industry is a rapidly growing field that focuses on creating effective, efficient, and enjoyable experiences for users of digital products such as websites, mobile apps, and software applications. As UX designers, you work to understand the needs and goals of users and then use that understanding to inform the design of digital products that meet those needs and goals. As more and more businesses rely on digital products to engage with their customers, the demand for UX designers is expected to grow. In addition, new technologies such as virtual and augmented reality create new opportunities for UX designers to create immersive and engaging user experiences.



## About the Course:

UX design is a sunrise industry which is growing very fast due to the growth in the digital economy. It is the design of digital products which combine arts, science, psychology and technology. Applicable to students from any field, UX design is understanding human behaviour and applying the design process to create the experience for digital products such as websites, mobile apps and other digital interfaces. Companies such as Google, Microsoft, Infosys, Cognizant and many more today have large UX teams and departments.

## Eligibility:

The candidate must have passed 10 + 2 exam or equivalent in any faculty / stream. Those awaiting their 10 + 2 exam result this year may also apply.



# CURRICULUM

## YEAR 1

- Sketching & Drawing
- Fundamentals of Design
- Introduction to UX Design
- History of Art & Evolution of Design
- Introduction to Visual Design
- Design Communication & Visualizing Ideas
- Empathy & Understanding Problems

- Sketching & Drawing Advance
- Visual Design Tools
- Technology in Experience Design
- UX Design Advance
- Basics of UI Development
- Integrated Studio for UX

## YEAR 2

- Ethnography & People Design
- Introduction to User Research
- Service Design & Task Flows
- Information Architecture
- Introduction to UI Design
- Design Thinking
- Information & Data Study

- User Research Application
- Service Design and Task Flows Advance
- Introduction to Interaction Design
- UI Design Advance
- Design Thinking Application
- Data Analytics
- Introduction to 6D

## YEAR 3

- Wireframing & Prototyping
- Usability Testing
- UX & Digitalization
- Innovation Management
- Visual Design Tools Advance
- Technology in Experience Design Advance
- Omnichannel Experience Design

- Interaction Design Advance
- UX Design for Futuristic Technologies
- UX Design for Rural India
- UI Development – Advance
- Industry Specific UX Design
- Integrated studio for UX - Advance

## YEAR 4

- Gamification & UX
- HMI
- Product Design & Lifecycle Management
- Business, UX & Design Management

- Live Project
- Degree Project
- Project Reviews
- Jury

# ANNUAL DESIGN SHOW

## *Spark Plug*

“Spark Plug” is an annual design show held at the end of the academic year. It is a much awaited event wherein the students of all the Departments showcase their work. The Fashion Show has models donning the students collections. The Interior Design students display their portfolios, models and furniture while the Visual Communication and Animation VFX students exhibit their final year projects films and product lines.







# OUR ACADEMIC TEAM



**Arshad Nayampally**  
Group Director,  
Design Programs



**Nisha R Chanda**  
Director,  
ITM Institute of Design and Media



**Chetna Dikkar**  
Associate Professor  
Fashion Design



**Sudeep Mehta**  
Associate Professor,  
Visual Communication



**Aparna Saini**  
Adjunct Faculty  
Fashion Design



**Priyanka Sawant**  
Instructor  
Fashion Design



**Vaswati Ganguly**  
Visiting Faculty  
Interior Design



**Reyaz Ahmed**  
Adjunct Faculty  
Fashion Design



**Prathmesh Panchal**  
Adjunct Faculty  
Visual Communication



**Pankti Kothari**  
Adjunct Faculty  
Visual Communication



**Kawalpreet Singh**  
Visiting Faculty  
Visual Communication



**Rugmani V.**  
Visiting Faculty  
Fashion Design



**Priyanka Shrivastav**  
Associate Professor  
Fashion Design



**Anamika Banarjee**  
Assistant Professor  
Fashion Design



**Jayesh Sarmalkar**  
Assistant Professor  
Fashion Design / Visual Communication



**Priyanka Vaidya**  
Assistant Professor  
Interior Design



**Navin Eppalpali**  
Visiting Faculty,  
Visual Communication



**Purvi Mehta**  
Assistant Professor  
Interior Design



**Ekta Ghosh**  
Assistant Professor  
Fashion Design



**Manasi Pandya**  
Assistant Professor  
Fashion Design



**Nivedita Chaudhari**  
Associate Professor  
Visual Communication



**Shradha Bobade**  
Associate Professor  
Visual Communication



**Ruchi Buradkar**  
Assistant Professor,  
Interior Design



**Rasika Potdar**  
Assistant Professor  
Visual Communication

..... **Many More**

# ADMISSION PROCEDURE

Apply Online at  
[www.itm.edu/idm](http://www.itm.edu/idm)

- Application forms may be purchased at a cost of Rs. 1,500/- payable by cheque/DD in favour of "ITM Edutech (India) Ltd A/c - FD", payable at Mumbai from ITM IDM Campuses.
- Applicants must select the program and submit the completed application form along with application fees.
- Upon submission of application, all applicants will have to undergo an online or offline exam as well as a personal interview and portfolio screening and/or situation test.
- Applicant will be eligible for admission only after offer letter is issued and received.
- Admission will be confirmed only after submitting the required documents, as mentioned in the application form and admission fees received, as mentioned in the fee schedule.



TO ENROLL for ITM IDM  
Entrance Exam  
Scan the QR Code







**ITM** SKILLS  
UNIVERSITY  
Institute of Design and Media

**31** Years of  
excellence in  
education

**Andheri, Mumbai**

Suvidha Square, Swami Vivekananda Road,  
Kevni Pada, Andheri (West), Mumbai.  
Maharashtra 400058

**Contact no.: +91 7700967726**

**Nerul, Navi Mumbai**

Plot No. D-222/28, Next to ABB,  
South Central Road , Shiravane MIDC,  
Nerul, Navi Mumbai, Maharashtra 400706

**Contact no.: +91 77109 46570**

**Email:** [itm.admissions@itm.edu](mailto:itm.admissions@itm.edu) | **Web:** [www.itm.edu/idm](http://www.itm.edu/idm)

Follow us:



For more details  
Scan QR Code