

WHERE YOUR
IMAGINATION
BECOMES A
CAREER.

**JD INSTITUTE OF
FASHION TECHNOLOGY**

Admission Catalog 2019 - 20



**JD INSTITUTE OF
FASHION TECHNOLOGY**

Welcome to Imagination

**ONLY THE DIFFERENTS
CREATE DIFFERENCE**

#imjediian #idaretobedifferent



**JD INSTITUTE OF
FASHION TECHNOLOGY**

jdinstitute.com

CHANDRAAKANT DALAL



For over 30 years, JD Institute of Fashion Technology has led the way in moulding young imaginations for successful, glamorous careers in the world of fashion. Across the spheres of fashion, interiors, jewelry, fashion photography and make-up artistry, we have groomed and sent out over 100000 graduates into the world.

Time and again, students and their parents express doubts about their inadequate talent to take on the tough, exciting world of design. And I tell them the same story.

All you need is the ability to draw a straight line and curious, adventurous imagination, one that seeks to find the simplest thought and turn it into something beautiful. That, and the willingness to work hard is all it takes to succeed.

So when you ask me about your skill gaps, I say don't worry about skills. Skills can be learnt. Instead, develop and articulate your imagination which is your unique way of looking at the world. That is your single biggest gift. And work hard at mastering your craft so you can make your imagination come alive.

Today, the fashion industry is more fragmented and competitive than ever. But that also means it is ripe for bold and imaginative ideas that leave a mark on the industry. Many Indian designers are already doing that. And you can get there too. All you need is a confident imagination and the training to harness that imagination for tangible results.

This is where it happens. Welcome to **Imagination**.

A handwritten signature in black ink, appearing to read 'Chandraakant Dalal'.

Mr. Chandraakant Dalal
Founder

R C D A L A L



Vision

RC Dalal, the enigmatic Founder of JD Institute Fashion Technology, imprinted a footprint in the hearts of many. A man of exuberance and charisma touched the lives of innumerable people and transformed their lives. A mentor and guide by profession, his gamut of knowledge and experience, drove JD Institute towards its impeccable success.

His vision of JD being recognized at a global level, translated into reality. One of the major milestones was the establishment of JD London in the year 2012. It is now touching heights with its multiple international collaborations such as India Fashion Week London, Moscow International Film Festival, etc. The participation of JD Institute at the Bollywood Film Festival Russia, Indian Film Festival Poland as the Fashion Partner, under RC Dalal's supervision is revolutionary.

An inherent visionary, he successfully created an academic and culturally diverse student population who will scale to be global and productive citizens of the world of art and design. The undisputed legacy cemented by him will be carried forward by his prodigies, who will fulfill their dreams through the guiding light shown by RC Dalal's unmatched vision, mission and passion.

A handwritten signature in black ink, appearing to read 'RC Dalal', with a horizontal line underneath.

RC Dalal

Founder

JD Institute of Fashion Technology



Making design education accessible was our mission back in 1988 and 30 years later we are proud to say we have accomplished this by providing quality education in 38 different cities.

Its multi-billion dollar industry, constantly changing and evolving, we expect our students to be dynamic and fearless in their ideas, in their aspirations because that's what your alumni have done - Conquered the world while sitting on the very same desks that you would sit on.

Students here are invited to dream, we let their imagination soar to the sky and let that become their career and I'm very happy to let all you know that most of the work featured in this academic book is done or created by jediiians.

Well, thirty years, it has been a long journey, It has been a great period of learning. It has been a short time-frame to share with the world all we want to do. As you flip through the pages, you'll stop at many to look for a second longer, to read something inspiring that just caught your eye. I hope it happens more than a few times.

And lastly, Welcome to JD Institute of Fashion Technology. where your imagination becomes a career.

Rupal Dalal
Executive Director
JD Institute of Fashion Technology



BECOME A STAR IN A GROWING INDUSTRY

Interested in making it big in the world of fashion and design? It's a great choice! The design industry is a fast growing segment in India and abroad. Every year, a variety of industries require countless fashion designers, interior designers, jewellery designers, fashion photographers and make-up artists and the demand is expected to grow exponentially.

But competition is stiff. Employers are always looking for people who are informed, competent and smart. That's not an easy combination to achieve on your own. To succeed in this industry, you need someone who guides you in acquiring deep domain knowledge in business and fashion, proficiency in latest technologies, and of course, loads of confidence. That is what you get when you study at JD. With a world-class curriculum, smart faculty, state-of-the-art infrastructure, and a strong industry network, JD ensures you get the best training to grow rapidly, attain stability, and court fame in the exciting world of fashion and design.

Over 30,000 alumni have passed through our halls and are today some of the leading names in the business like Rocky S , Gaurav Chhabra, Nitin Kartikeya, Urvashi Kaur & many more...

So what are you waiting for? If it's design on your mind, then it's time to work with the people who have been turning imagination into success, since 1988!



FASHION & APPAREL DESIGN

(UNDERGRADUATE DIPLOMA-3 YEARS)

IF YOU'RE GOING TO PLAY SAFE, GO BACK HOME NOW.

Iconic designer Ralph Lauren was of the view that 'fashion is not about labels or brands but about something else that comes from within you.' What he means is that fashion is not about what's already established or what the rest of the world currently thinks. It's about who you are and what you think. It's about challenging norms and making your own. That is what it means to be a citizen of Imagination.

But the best fashion designers don't just challenge norms for the sake of challenging them. Their work is always inspired by a personal vision. What does your imagination tell you? How do you make it tangible?

That's where craft comes in. It's critical to first be grounded in your craft. Only then can you challenge the norm and make your own. This is what we do at JD. We sharpen your craft. Then we challenge your imagination enough to draw you out of the comfortable world of 'tradition', 'common sense' and 'logic'. In other words, at JD we are training you not to play safe.

WHAT IS THE WORLD OF FASHION DESIGN LIKE?

As a fashion designer you can transform an established brand, jumpstart a fashion export house or even break new ground with your own label. You may even decide to be a freelance design consultant or stylist. Possibilities include specializing in a category: breathe new life into women's wear or redefine men's formals. The canvas is huge. All you need is strong roots in your craft. And the desire to break the mould.



UNDERGRADUATE DIPLOMA IN FASHION DESIGN (3 YEARS)

SEMESTER 1

- FOUNDATION ART
- FASHION ILLUSTRATION - I
- FASHION THEORY
- HISTORY OF COSTUMES
- INTRODUCTION TO DRAPING
- GARMENT MANUFACTURING TECHNOLOGY
- COMPUTER APPLICATIONS

SEMESTER 2

- FOUNDATION ART
- FASHION ILLUSTRATION – II
- TEXTILES
- PATTERN MAKING
- GARMENT MANUFACTURING TECHNOLOGY
- DRAPING
- CAD

SEMESTER 3

- FASHION ILLUSTRATION – III
- ART MOVEMENTS
- HISTORY OF COSTUMES
- TRADITIONAL TEXTILES & CRAFT DOCUMENTATION
- PATTERN MAKING
- GARMENT MANUFACTURING TECHNOLOGY
- DRAPING
- CAD

SEMESTER 4

- FASHION ILLUSTRATION
- DESIGN PROJECT
- HISTORY OF COSTUMES
- TEXTILES
- PATTERN MAKING
- GARMENT MANUFACTURING TECHNOLOGY
- COMPUTER APPLICATION

SEMESTER 5

- PATTERNMAKING – KNITWEAR
- GARMENT MANUFACTURING TECHNOLOGY
- MERCHANDISING
- FASHION FORECASTING
- PORTFOLIO DEVELOPMENT
- DESIGN PROJECT

SEMESTER 6

- ENTREPRENEURSHIP AND HR
- RETAILING
- GLOBAL MARKETING
- QUALITY CONTROL



FASHION DESIGN

(POST GRADUATE DIPLOMA - 2YEARS)

YOU CAN BE A SLAVE TO RULES OR LIVE OUT OF YOUR IMAGINATION

Post Graduate course in Fashion Design is an opportunity to take up a creative career in designing and clothing. The programme offers great potential for employment opportunities in the rapidly expanding designer labels, luxury brands, apparel retail brands and ready-to-wear industry.

This two-year course welcomes all graduates who are willing to take up the challenges of the real world of the fashion designing, visual merchandising and industrial marketing, yet develop a personal vision. The course has been planned to provide a thorough grasp of all important skills required to produce commercially viable products using technology which is of great importance in present day design activities.



POST GRADUATE DIPLOMA IN FASHION DESIGN - 2 YEARS

SEMESTER 1

- FASHION PSYCHOLOGY
- FASHION REPRESENTATION TOOLS AND TECHNIQUES
- BASICS OF GRAPHIC DESIGN
- ELEMENTS AND PRINCIPLES OF DESIGN
- DESIGN DRAWING
- TEXTILE STUDIES
- CAD/ CAM
- FASHION ILLUSTRATION
- PATTERN MAKING
- GARMENT MANUFACTURING

SEMESTER 2

- DOCUMENTATION AND PRESENTATION SKILLS
- FASHION PHOTOGRAPHY
- CAD
- FASHION FORECASTING
- FASHION STUDIO
- PATTERN MAKING
- GARMENT MANUFACTURING
- FASHION ILLUSTRATION
- STYLIZATION

SEMESTER 3

- FASHION BRANDING AND RETAILING
- FASHION STYLING
- VISUAL MERCHANDISING
- MERCHANDISING
- ADVANCED DRAPING
- ART APPRECIATION
- PATTERN MAKING
- GARMENT MANUFACTURING
- DESIGN PROJECT

SEMESTER 4

- SEMINAR
- DISSERTATION
- FASHION STUDIO
- DESIGN PROJECT
- FASHION MARKETING
- COMMERCIAL GARMENT MANUFACTURING
- QUALITY CONTROL



FASHION DESIGN

(ADVANCED DIPLOMA - 2 YEARS)

USE YOUR IMAGINATION TO TRANSFORM DESIGNS INTO WONDERS

The 2 Year advance program in Fashion Design equips the student to take up leadership positions in apparel manufacturing. It trains them to adapt to the changes in the apparel sector and take strategic decision to lead them to success.

This two year program is exclusively designed for candidates who want to combine scientific knowledge with industrial acumen. The program equips the students to take up line of business in areas of Apparel production, Fashion merchandising, and Business Analysis.

Design Collection TFA 2018



ADVANCED DIPLOMA IN FASHION DESIGN - 2YEARS

SEMESTER 1

- FASHION PSYCHOLOGY
- FASHION REPRESENTATION TOOLS AND TECHNIQUES
- BASICS OF GRAPHIC DESIGN
- ELEMENTS AND PRINCIPLES OF DESIGN
- DESIGN DRAWING
- TEXTILE STUDIES
- CAD/ CAM
- FASHION ILLUSTRATION
- PATTERN MAKING
- GARMENT MANUFACTURING

SEMESTER 2

- DOCUMENTATION AND PRESENTATION SKILLS
- FASHION STUDIO
- PATTERN MAKING
- GARMENT MANUFACTURING
- DRAPING
- FASHION ILLUSTRATION
- DESIGN PROJECT
- STYLIZATION

SEMESTER 3

- FASHION BRANDING AND RETAILING
- MERCHANDISING
- ADVANCED DRAPING
- ART APPRECIATION
- PATTERN MAKING
- GARMENT MANUFACTURING
- DESIGN PROJECT

SEMESTER 4

- FASHION STUDIO
- DESIGN PROJECT
- FASHION MARKETING
- COMMERCIAL GARMENT MANUFACTURING
- FASHION FORECASTING



INTERIOR DESIGN

(UNDERGRADUATE DIPLOMA -3YEARS)

DO YOU WANT TO BE A SECOND-HAND SUCCESS OR A FIRST-HAND GENIUS?

In *The Fountainhead*, one of the most popular novels of the twentieth century, the protagonist is an architect who chooses to struggle in obscurity rather than compromise his artistic and personal vision. His struggle originates in his practice of modern architecture, which he believes is superior despite an establishment that worships traditional architecture.

In the end, his independent mind triumphs over the 'second-hand' norm and he redefines the environment to reflect his 'first-hand' ideas. This is the potential awaiting you in interior design today. And that's what it means to be a citizen of Imagination.

Interiors and the way people view them have dramatically altered in the last decade. Today there is growing emphasis on what spaces convey, how effectively they serve their purpose and what the various elements inside them say to each other. And clients are willing to experiment. This poses an interesting challenge to today's interior designer.

WHAT IS THE WORLD OF INTERIOR DESIGN LIKE?

As an interior designer, you may start as part of a larger team helmed by an established interior designer or work independently. You may also take up a specialization in furniture or accessories.



UNDERGRADUATE DIPLOMA IN INTERIOR DESIGN (3 YEARS)

SEMESTER 1

- DESIGN BASIC
- INTERIOR DESIGN BASIC
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION
- BASIC STRUCTURE
- TECHNICAL REPRESENTATION OF DRAWING
- DESIGN COMMUNICATION
- SKETCHING

SEMESTER 2

- INTERIOR DESIGN - II
- TECHNICAL REPRESENTATION OF DRAWING - II
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION - II
- BASIC STRUCTURE - II
- SKETCHING - II
- WOOD WORKSHOP

SEMESTER 3

- INTERIOR DESIGN - III
- FURNITURE DESIGN - I
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION - III
- HISTORICAL THEORY OF DESIGN
- COMPUTER DESIGN - I
- INTERIOR SERVICES LIGHTING
- GRAPHIC DESIGN - I
- PHOTOGRAPHY
- MODEL MAKING WORKSHOP

SEMESTER 4

- INTERIOR DESIGN - IV
- FURNITURE DESIGN - III
- GRAPHIC DESIGN - II
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION - IV
- HISTORY OF ART AND CRAFT MOVEMENT
- CERAMIC WORKSHOP

SEMESTER 5

- INTERIOR DESIGN - V
- FURNITURE DESIGN - III
- INTERIOR SERVICES CLIMATOLOGY - II
- REVITALIZATION OF ART AND CRAFT
- COLOUR AND LIGHT INTERACTION
- CRAFT DOCUMENTATION
- BASIC STRUCTURE - III

SEMESTER 6

- INTERIOR DESIGN - VI
- TECHNICAL REPRESENTATION OF DRAWING - III
- INTERIOR EXPRESSION TECHNOLOGY
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION - V
- HISTORY
- LANDSCAPE WORKSHOP



INTERIOR DESIGN

(POST GRADUATE DIPLOMA - 2YEARS)

WHAT DO WE TRY AND INCULCATE?

In the post graduate program of interior design, the challenge is to get students to go beyond the limits of the Bachelor's Program and truly come into their own, in terms of envisioning, managing and executing spaces. To this end, we impart in-depth knowledge in the realm of spaces and transforming them into dreams. There is also rigorous application of a whole new level of skill sets in the field of interior design. Mind-blowing design requires research. It is important to raise student consciousness about the value of new ideas and to synthesize new information from research into a powerful new idea. A range of skills and techniques is then required to take the ideas forward and spin them off into new opportunities for those spaces. A strong sense of fashion is also required for an advanced interior design to truly create magic. We also give them exposure to a broad spectrum of materials and techniques – from classical to contemporary – as well as help them grasp new approaches and processes in interior design through well-resourced workshops.



POST GRADUATE DIPLOMA IN INTERIOR DESIGN (2 YEARS)

SEMESTER -1

- DESIGN BASIC
- DESIGN STUDIO I - RESIDENTIAL
- FURNITURE DESIGN AND JOINERY
- CONSTRUCTION AND SERVICES
- AUTOCAD
- FURNISHING
- COMMUNICATION AND SOFT SKILLS

SEMESTER -2

- MATERIAL AND PROCESSES
- HISTORY OF FURNITURE
- DESIGN STUDIO II (OFFICE)
- DESIGN STUDIO III (HOSPITALITY)
- 3DS MAX AND PHOTOSHOP
- COMMUNICATION AND SOFT SKILLS (INTERMEDIATE)

SEMESTER -3

- DESIGN STUDIO IV (PUBLIC SPACE DESIGN)
- RETAIL DESIGN
- ART APPRECIATION
- DESIGN MANAGEMENT
- DIGITAL PORTFOLIO PRESENTATION
- COMMUNICATION AND SOFT SKILLS (ADVANCE)

SEMESTER -4

- VAASTU SHASTRA SESSIONS
- DISSERTATION
- INDUSTRIAL INTERNSHIP

A fashion advertisement featuring a model with blonde hair tied in a bun, wearing a black visor, silver metallic lipstick, and a silver puffer jacket over a black sequined top. She is standing with her arms crossed against a dark grey background. The text 'FASHION COMMUNICATION' is centered in white, with a horizontal line underneath. Below it, '(POST GRADUATE DIPLOMA - 2YEARS)' is written in green. In the bottom right corner, 'London Style Project 2017' is written in white.

FASHION COMMUNICATION

(POST GRADUATE DIPLOMA - 2YEARS)

London Style Project 2017

GET CREATIVE IN THE WORLD OF FASHION.

The Post Graduate Program in Fashion Communication deepens one's artistic, technical, theoretical and reflective abilities as a fashion designer. The program offers intensive, practice-based studies that start with a foundation program and end with an in-depth research dissertation.

The program aims at:

- Grooming competent and confident professionals with an in-depth understanding of creative communication in the context of the fashion design industry.
- Empowering students to challenge accepted modes of fashion communication by creating new approaches and techniques.
- Encouraging inter-disciplinary projects and creative collaborations in order to foster innovation.

WHAT OPPORTUNITIES DOES THE PROGRAM OPEN UP?

Upon completion, students may pursue a range of careers within the fashion industry: Fashion photography, styling, trend prediction, fashion journalism, public relations, fashion advertising, style consultancy, store events management, and catwalk shows.



POST GRADUATE DIPLOMA IN FASHION COMMUNICATION (2 YEARS)

SEMESTER -1

- FASHION PSYCHOLOGY
- FASHION REPRESENTATION, TOOLS AND TECHNIQUES
- BASICS OF GRAPHIC DESIGN
- RESEARCH METHODS AND STATISTICAL TECHNIQUES
- MATERIAL EXPLORATION

SEMESTER -2

- FASHION JOURNALISM
- DOCUMENTATION AND PRESENTATION SKILLS
- FASHION PHOTOGRAPHY
- CAD/CAM FASHION FORECASTING AND TREND STUDIES
- FASHION STUDIO

SEMESTER -3

- FASHION JOURNALISM
- CONSUMER BEHAVIOR
- FASHION BRANDING AND RETAILING
- FASHION STYLING
- RESEARCH METHODOLOGY II AND DISSERTATION
- VISUAL MERCHANDISING

SEMESTER -4

- IPR
- SEMINAR
- DISSERTATION
- FASHION STUDIO



FASHION DESIGN

DIPLOMA (1 YEAR)

PULL OUT THE STOPS. FOLLOW YOUR DREAM.

This could be the most important year of your life. Our 1-year diploma in fashion design condenses the best that an elaborate course has to offer into one action packed, inspirational year. The fundamentals remain the same. It's not about what the world thinks. It's about what you think and what you want. That is how you challenge the norm, reinvent it and become a citizen of Imagination.

Along the way, we will rigorously train you in the craft for twelve months. Combining theory with practical lessons, this is an ideal course for someone who already has some basic skills and knowledge and now wants to quickly strengthen the foundation to mark a niche for himself in the industry. So if you've been avoiding your dream for the longest time, let this be the year you embark upon the journey, pull out the stops, chase it and reach your destination.

WHAT IS THE WORLD OF FASHION DESIGN LIKE?

As a fashion designer, you can transform an established brand, jumpstart a fashion export house or even break new ground with your own label. You may even decide to be a freelance design consultant or stylist. Possibilities include specializing in a category: breathe new life into women's wear or redefine men's formals. The canvas is huge and sky is the limit. All you need is a personal vision. And the training to translate that vision into reality.



DIPLOMA IN FASHION DESIGN (1YEAR)

- GENERAL THEORY
- FASHION INDUSTRY LANGUAGE GUIDE
- MEET INTERNATIONAL DESIGNERS
- TEXTILES
- HISTORY OF COSTUMES
- FABRIC SELECTION
- FASHION ILLUSTRATION
- DESIGN ELEMENTS
- BASIC PRINCIPLES OF FASHION
- UNDERSTANDING BASIC SILHOUETTES
- ACCESSORIES
- TOOLS & EQUIPMENTS
- COLOURS
- SILHOUETTES OF GARMENTS

- MEASUREMENTS & PATTERNS
- BLOCKS & PATTERN DRAFTING
- DRAFTING PATTERNS FOR COSTUME TAILORED CLIENTS
- QUALITY ASSURANCE
- STITCHING METHODS & APPLICATION
- FASHION MERCHANDISING
- FASHION FORECASTING
- TIME MANAGEMENT
- PRODUCTION MANAGEMENT
- FASHION DESIGNER'S STRATEGIES FOR SUCCESS
- PRODUCTION PLANNING AND CONTROL
- PRESENTING YOURSELF
- FASHION SHOW
- FASHION EXHIBITION



INTERIOR DESIGN

DIPLOMA (1 YEAR)

WHY BE PREDICTABLE WHEN YOU CAN MAKE SPACES YOUR OWN?

The way people view interiors has changed dramatically in the last decade. Today there is a growing emphasis on what spaces convey, how effectively they serve their purpose and how the various elements inside them interact with each other. The clients are willing to experiment. This expands and enriches the work of an interior designer.

At JD, we strengthen your fundamentals and challenge your imagination.

WHAT IS THE WORLD OF INTERIOR DESIGN LIKE?

As an interior designer, you may start as part of a larger team helmed by an established interior designer, an architectural firm or work independently. You may also take up a specialization in furniture or accessories.



DIPLOMA IN INTERIOR DESIGN (1YEAR)

- INTERIOR DESIGNING
- HISTORY OF INTERIOR DESIGN
- GRAPHIC PRESENTATION (BASIC) (ADVANCE)
- ORTHOGRAPHIC PROJECTION
- BUILDING SERVICES (BASIC)
- INTERIOR DESIGN (BASIC)
- ELEMENTS OF DESIGN
- BUILDING MATERIALS
- CONSTRUCTION TECHNIQUES (BASIC) (ADVANCE)
- ROLE OF AN INTERIOR DESIGNER
- PROFESSIONAL PRACTICE
- ANNUAL DESIGN PROJECT





JEWELLERY DESIGN

DIPLOMA (6 Months)

THERE ARE NO ACCESSORIES. EVERY LITTLE THING TALKS.

For decades, jewellery designers were the unsung heroes of the design world, the artisans working behind the scenes. It is altogether a different scenario, today. Accessories are not just supporting actors any more. They are strong statements of personal choices that stand on their own. That is why more and more designers are working at the frontlines of the jewellery industry. At JD, we train you in this field so that you can use your imagination to transform the quiet accessory into a bold, new statement. That's what it means to be a citizen of Imagination.

WHAT IS THE WORLD OF JEWELLERY DESIGN LIKE?

As a jewellery designer, you can work for a brand or design your own pieces and market them. You can even be an entrepreneur with your own designer label.



DIPLOMA IN JEWELLERY DESIGN (6 Months)

BASIC

- BASIC DESIGN CREATION
- LET'S START CREATIONS
- CREATION : RING
- CREATION : PENDANTS
- CREATION : EARRINGS
- CREATION : BRACELETS
- CREATION : NECKLACES
- CREATION : ACCESSORIES
- RENDERING
- COLOURING RENDERING

- CLIENT DESIGNING
- MANUFACTURING OF COSTUME JEWELLERY
- METALLURGY
- GEMOLOGY
- MANUFACTURING & PROCESSING
- MARKETING & PROCESSING
- MARKETING
- DESIGNER COLLECTION
- ANNUAL DESIGN PROJECT
- EXAMINATION, SUBMISSION OF PROJECT

A woman with her hair pulled back, wearing a yellow turtleneck, a dark blue button-down shirt, a brown patterned blazer, and dark patterned trousers, leans against a grey pillar. The background is a green wall with brickwork visible on the sides.

FASHION BUSINESS MANAGEMENT

DIPLOMA (1 YEAR)

LEFT BRAIN OR RIGHT BRAIN? WHY, OF COURSE...BOTH

Fashion is not just art for art's sake. It also has to make money. This is where the fashion business manager comes in. The fashion business manager is someone with a deep appreciation for the creative side of things and a solid grounding in its commercial aspects. In other words, he occupies a very powerful position. He is the only one with an end to end understanding of the entire value chain. This makes him instrumental in translating fashion into profit and market leadership. It involves marketing a range, setting prices, finding the right exporters and optimizing distribution.

WHAT IS THE WORLD OF FASHION BUSINESS MANAGEMENT LIKE?

You could be working for a big label and managing brands. The hierarchy is similar to the stream of management. That means you start as a management trainee and work your way up to becoming a marketing manager and eventually even the CEO of a company. Your product would be fashion and you would be responsible for making profit.



DIPLOMA IN FASHION BUSINESS MANAGEMENT (1 YEAR)

- INTRODUCTION TO FASHION BUSINESS MANAGEMENT
- FASHION THEORY
- TEXTILES FOR MERCHANTISERS
- BASICS OF FASHION APPAREL PRODUCTION
- IT APPLICATIONS FOR APPAREL INDUSTRY
- FASHION RETAILING
- FASHION MERCHANTISING

- PRINCIPLES OF MARKETING
- QUALITY CONTROL
- BUSINESS COMMUNICATION
- GLOBAL MARKETS
- VISUAL MERCHANTISING
- HUMAN RESOURCE AND ENTREPRENEURSHIP
- GETTING READY FOR THE FINAL COUNTDOWN



FASHION STYLING

(6MONTHS PROGRAMME)

REIMAGINE FASHION THROUGH STYLING

“Style is something each of us already has, all we need to do is find it.”- Diane Von Furstenberg. The Short-term course for Fashion Styling is a six-month programme at JD Institute of Fashion Technology, for the young budding stylists who are keen to have a career as a Fashion Stylist and Image Consultant. The Fashion Styling programme has a rigorous curriculum where the fashion styling course students will gain skills in learning and how to adjust their eyes and hands for the following areas: Fashion Draping, Mannequin Styling, Personal and client Styling, Budget based styling looks and thematic shoots. The course is designed with more of practical classes and industry exposure for the JEDIIIANS to learn and understand the responsibilities of a stylist, preparing them to carve a niche in the styling market. If you want to know how to become a stylist, then this is the right course for you.



DIPLOMA IN FASHION STYLING (6 MONTHS)

- INTRODUCTION TO BASICS (DESIGN ELEMENTS AND FOUNDATION ART)
- INTRODUCTION TO CAD
- INTRODUCTION TO BASICS (ILLUSTRATION)
- THE PRINCIPLES OF FASHION STYLING FOR AN INDIVIDUAL
- WRITING SKILLS AND FASHION VOCABULARY
- THEME BASED STYLING
- PRODUCE FASHION STYLING OUTCOMES
- PROMOTIONAL BOOKLETS
- CONCEPT BASED PROMOTIONAL FASHION FILM



FASHION PHOTOGRAPHY

DIPLOMA (3 MONTHS)

LIGHTS. CAMERA. PHENOMENON.

Everybody calls 'action'. But when you're a citizen of Imagination you're in search of a phenomenon. That means you are trying to create your own artistic vision. In 1984, journalist Steve McCurry seized a rare opportunity to photograph a refugee girl in Pakistan at the time of the soviet occupation of Afghanistan. Similar to Leonardo da Vinci's painting of Mona Lisa, it is today one of 'the most recognized photographs' in history. Steve McCurry was much more than a photographer. He captured a moment of history in an image.

WHAT IS THE WORLD OF FASHION PHOTOGRAPHY LIKE?

You have to have a unique imagination that thinks on its feet. This means you constantly innovate with locations, sets, props and models so that you can create new visions of the world of fashion that inspire admiration and loyalty amongst consumers.



DIPLOMA IN FASHION PHOTOGRAPHY (3 MONTHS)

- INTRODUCTION TO PHOTOGRAPHY
- WHAT IS FASHION?
- CAMERA & TYPES OF CAMERAS
- DIFFERENT LIGHT SOURCES AND COMPARATIVE STUDY
- APERTURE - SHUTTER SPEED RELATIONS
- OVER AND UNDER EXPOSURES
- PROCESSING OF BLACK & WHITE FILMS





VISUAL MERCHANDISING

DIPLOMA (3MONTHS)

YOU ARE LIMITED ONLY BY YOUR IMAGINATION.

In 1508, Michelangelo was commissioned by the Pope to repaint the ceiling of the Sistine Chapel. It was originally painted as golden stars on a blue sky. But Michelangelo saw that it could be much more. What started off as an assignment to paint 12 figures culminated in a masterpiece that spanned 300 figures and that expanded the very definition of visual art.

Michelangelo was a citizen of Imagination. He didn't just see possibility. He saw a whole new world. At JD, we have a highly competitive curriculum in visual arts. But what differentiates us is our ability to stretch your imaginative abilities. That is how you go beyond possibility and create whole new worlds.

WHAT IS THE WORLD OF VISUAL ARTS LIKE?

You could be a visual arts specialist in fashion, film, theatre or retail. Every field offers uniquely exciting challenges that require a strong personal vision. So choose your passion and experiment with your learning. Unleash your creative juices and colour the canvas of the world with your designs.



DIPLOMA IN VISUAL MERCHANDISING (3 MONTHS)

- INTRODUCTION TO VISUAL MERCHANDISING
- OUTLINING AND DEVELOPING A DISPLAY STRATEGY
- STRATEGIC PLANNING
- BASIC PRINCIPLES
- CLASSIFICATION OF DISPLAYS
- DETAILS OF PATTERN
- MUSIC AND LIGHTING
- SOPHISTICATION IN VISUAL DISPLAY
- VISUAL MERCHANDISING
- FINALIZATION OF DISPLAY
- STRATEGIES OF A VISUAL MERCHANDISE
- SCOPE AND PROSPECTS

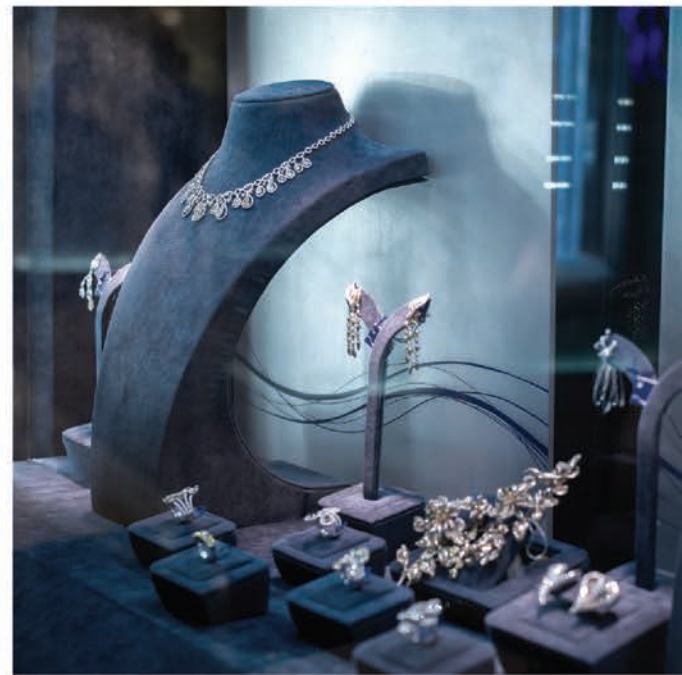


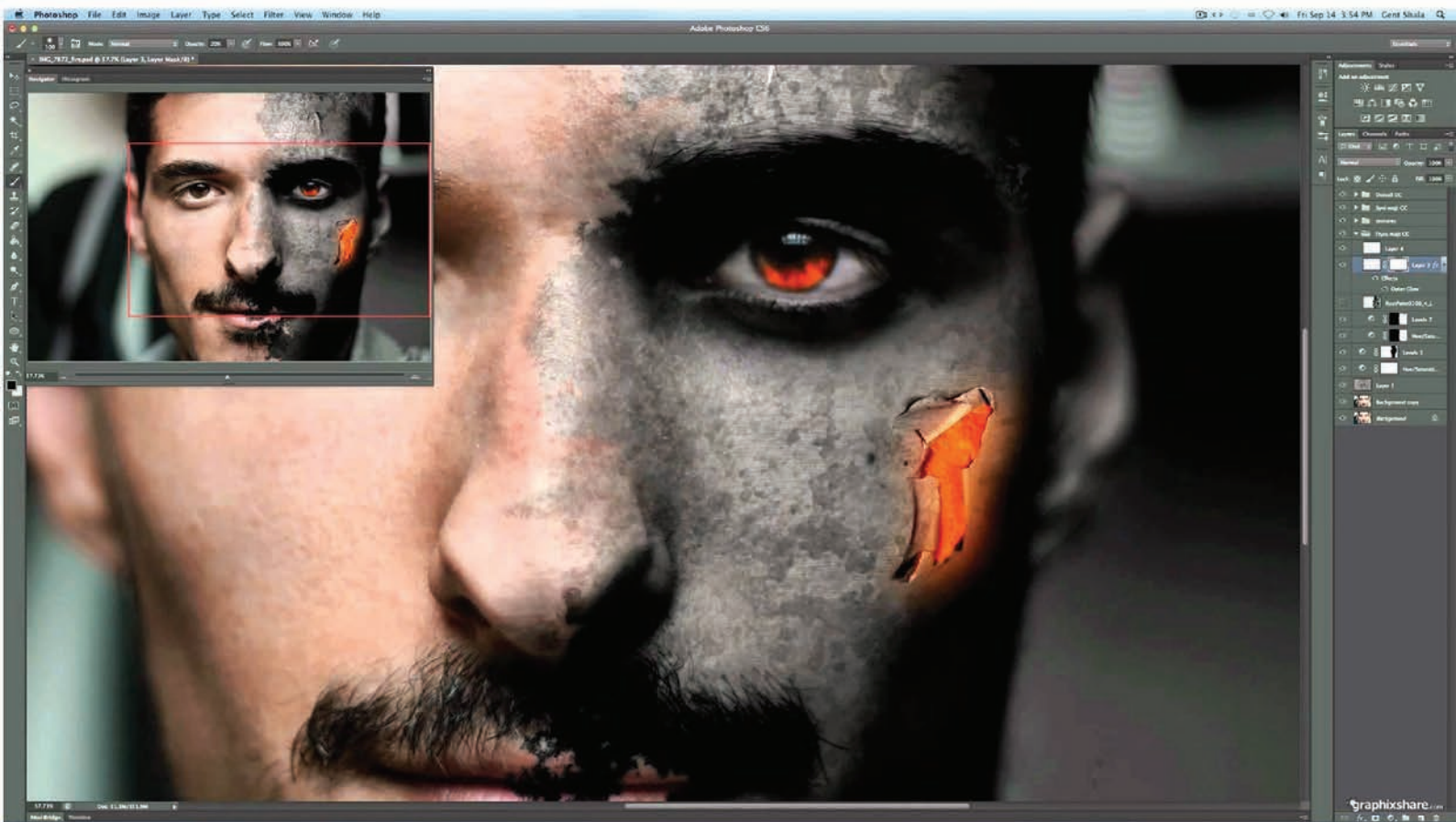


PHOTO MASTERY

DIPLOMA (1 MONTH)

DISCOVER A WHOLE NEW 'LAYER' TO YOUR PHOTOGRAPHS

Our 1-month Photo Mastery course empowers you with just the apt in-demand skill. Taking your own pictures and then using Photoshop to transform those pictures into 'wow' images. From airbrushing and touch up to layers, channels and special effects... the course skills you in a variety of techniques that really help you get more creative with your images and make your original vision come to life on the screen. Now you're no longer limited by your camera. Use additional technology to wow the world with your ideas.



DIPLOMA IN PHOTO MASTERY (1 MONTH)

MODULE 1 : FUNDAMENTALS

- GETTING IMAGES INTO PHOTOSHOP
- LOOKING AT THE WORK AREA
- INTRODUCTION TO COLOR
- INTRODUCTION AND RAW IMAGE PROCESSING
- WORKING WITH COLOR MODES

MODULE 2 : PHOTOSHOP INTERFACE, TOOLS AND OPTIONS

- PHOTOSHOP ENVIRONMENT
- PHOTOSHOP TOOLS

MODULE 3 : LAYERS, CHANNELS AND ACTIONS

- LAYERS
- PHOTO RESTORATION
- CHANNELS
- ALL ABOUT ACTIONS
- PRODUCING CONSISTENT COLOR
- MAKING COLOR AND TONAL ADJUSTMENT
- TEXT EDITING AND SPECIAL EFFECTS
- SPECIAL EFFECTS AND FILTERS





**PROFESSIONAL BEAUTY COURSES:
MAKE-UP ARTISTRY
HAIR DESIGN & STYLING**

DIPLOMA (1 MONTH - 1 YEAR)

JOIN THE MAKE-UP AND HAIR STYLING WAVE

The beauty and fashion industry in India is growing as people become increasingly conscious of how they look. Thousands of men and women look to professional makeup artists and hair stylists to enhance their appearance. What do hair and make-up artists do?

Hair and makeup artists are trained experts who are engaged in providing beauty services like hair styling, bridal makeup, personal grooming, facials and more. A professional hair and makeup artist is not only concerned with a person's outer look but works to identify and develop his or her client's 'visual signature' and the style mantra that gives them confidence. With rising disposable incomes and urbanization, these are becoming fashionable and viable careers in India.

WHY IS JD A GREAT LAUNCH PAD FOR ASPIRING HAIR AND MAKEUP ARTISTS?

- A rigorous curriculum
 - Training in latest technologies and techniques
 - In-depth skills in print, film, television, weddings and many more media
 - Lectures by celebrity makeup artists
 - Shoots with professional glamour models to enrich your portfolio
 - And a dynamic interface with the industry to expose you to the right people and platforms
- All delivered in an exciting one-month course

PROFESSIONAL DIPLOMA IN MAKE-UP ARTISTRY (1 -3 MONTHS)

- INTRODUCTION ABOUT MAKEUP AND THE INDUSTRY
- PRACTICAL SESSION. WHAT IS A PRE BASE?
- PRACTICAL SESSION. HOW TO COVER UP SKIN VARIATION?
- STUDY OF FACIAL SHAPES
- EYE MAKEUP
- A RECAP AND PRACTICE SESSION
- A DEMONSTRATION ON DAY MAKEUP
- A DEMONSTRATION OF OFFICE / MEETING, NEWS-READER MAKEUP
- A DEMONSTRATION OF BLACK AND WHITE MAKEUP
- A DEMONSTRATION AND PRACTICE OF TELEVISION AND STAGE MAKEUP
- BRIDAL MAKEUP
- RAMP AND PRINT MEDIA MAKEUP
- FASHION AND MEDIA MAKEUP
- MAKEUP FOR THE MEN
- A WRITTEN TEST OF THE ENTIRE MAKEUP MODULE

PROFESSIONAL DIPLOMA IN HAIR DESIGN & STYLING

FOUNDATION- 3 MONTHS

- SCIENCE OF HAIR
- SHAMPOOING AND DEEP CONDITIONING
- BASIC HAIR CUTTING TECHNIQUES
- BLOW DRY AND THERMAL SETTING
- HEAD MASSAGE AND HAIR SPA
- HEALTH AND HYGIENE

EXPERT- 6 MONTHS

- BASICS OF HAIR
- CONSULTATION
- SHAMPOOING AND CONDITIONING
- HAIR CUTTING USING ADVANCE TECHNIQUES
- HAIR STYLING AND THERMAL SETTING
- HAIR COLOR- GLOBAL AND HIGHLIGHTING
- HAIR STRAIGHTENING AND REBONDING
- PERMING
- TREATMENTS- DANDRUFF, DRY HAIR, CHEMICALLY PROCESSED HAIR



- BASIC UPSTYLES
- HEALTH AND HYGIENE

PROFESSIONAL - 1 YEAR

- SCIENTIFIC ASPECT OF HAIR
- STRUCTURE, COMPOSITION AND HAIR TYPES
- HAIR DISEASES AND DISORDERS
- HEALTH AND HYGIENE
- SHAMPOOING AND DEEP CONDITIONING
- HAIR CUTTING- BASIC , ADVANCE AND CREATIVE
- BLOW DRY AND THERMAL SETTING
- STYLING WITH PRODUCTS
- COLORING PRINCIPLES AND TECHNIQUES
- PERMING, REBONDING AND KERATIN TREATMENTS
- COMBINATION OF CUTS
- COMBINATION OF CHEMICAL TREATMENTS
- COLOR CORRECTION
- PROFESSIONAL ETHICS AND SALON MANAGEMENT

CREATING GREAT OUTCOMES WITH LIKE - MINDED PARTNERS COLLABORATIONS



INDIA FASHION WEEK LONDON:
TAKING INDIAN FASHION TO THE WORLD



With a breakthrough in the Indian fashion world, India's JD Institute of Fashion Technology is the official institutional partner in the India Fashion Week London.

It is a gateway to the institute's alumni to display their collections at the international level, and its students who are pursuing their education will get a chance to become the next Gen Star by displaying their talent.



JD Institute of fashion Technology is proud to partner with IIID in their mission to create interior designers of tomorrow. Right from meeting or interacting with architects and interior designers such as Ms. Radhika Vishwanathan, Ms. Meena Mani & Ms. BK Tanuja, makes the study innovative. The industry is focused to create professionals for fast-paced industry.



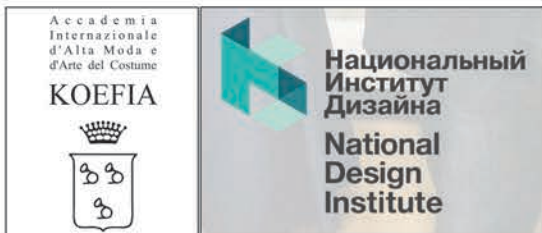
WGSN is the world's leading design trend authority. Their services cover fashion and lifestyle forecasting, data analytics, crowd-sourced design validation and expert consulting. WGSN will help drive designers to greater research and understanding of International Design Trends and Forecasting. Making their learning Global.

Some of the major brands and institutions who are already associated with WGSN include - Raymonds, Beximco, Jabong, Freecultr, Tirubala Exports, Shoppers Stop, Pantaloon Retail, Westside stores, Titan, Tommy Hilfiger, Jockey, Levi Strauss TCNS (W), American Swan, Yepme, Wills Lifestyle, FDCI, Arvind Brands, Shahi Export House, Reliance Trends, etc.



WGSN

world's leading trend forecasting service since 1998.
Helping style-driven businesses across 89 countries
with future intelligence.



ual: university of the arts london
london college of fashion



EQAC
Education Quality
Accreditation Commission

Cumulus is the only global association to serve art and design education and research. It is a forum for partnership and transfer of knowledge and best practices. Cumulus consists currently of 226 members from 49 countries.

The University of Art and Design in Helsinki (UIAH) (currently Aalto University School of Arts, Design and Architecture) and the Royal College of Art in London another initiated Cumulus as a network in 1990. They all had a common desire to enhance the quality of education through co-operation, student and teacher exchange within the European Union Erasmus programme.

It's an Honour for the students and the staff members of JD Institute of Fashion Technology to be a part of Cumulus Network and bringing new technologies and ideas, which in turn will offer wider international context for discussion and development in education and research of art, design and media.

cumulus
creative linking
International Association
of Universities and Colleges
of Art, Design and Media





STUDENT PRIVILEGES



Participation in Events

Studying at JD goes beyond the four walls of the institute. From being institutional partners at the Wills India Fashion Week to designing at the Indian Super Model Contest, we are always providing opportunities that groom our students into seasoned professionals with an insight and acumen into the real world. The institute ensures that students participate in fashion shows, exhibitions, trade expositions and industry conferences. Industrial training is a must before you graduate. All JD students are invited to a host of competitions:

Triumph Inspirational Awards, Society Interiors, Vogue Honors, FOAID, Acetech Competition

Winning design (Bike) at the Burn Curate, an initiative by Coca Cola Youth fest at the Russian cultural centre

Fashion competition at OGTC Seminar, Okhla Garment and Textile Cluster Association

Let's design, Cotton Council of India, Braun India Fashion Week

Mizwan Fashion Show for the welfare of villages adopted by Kaifi Azmi

New Designer Fashion Grand Prix

Durian Society Interior Awards

Jass Jaipur, Swarnanjali by World Gold Council, a design contest by Dee Beers.

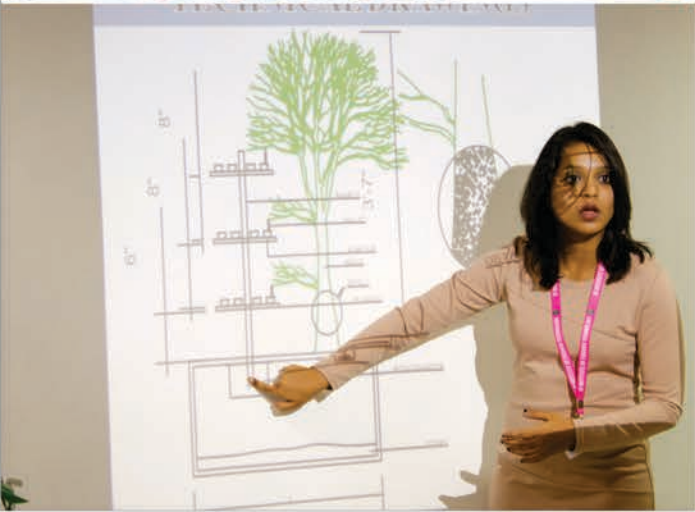
Denim Contest

Delhi Times Fashion Week





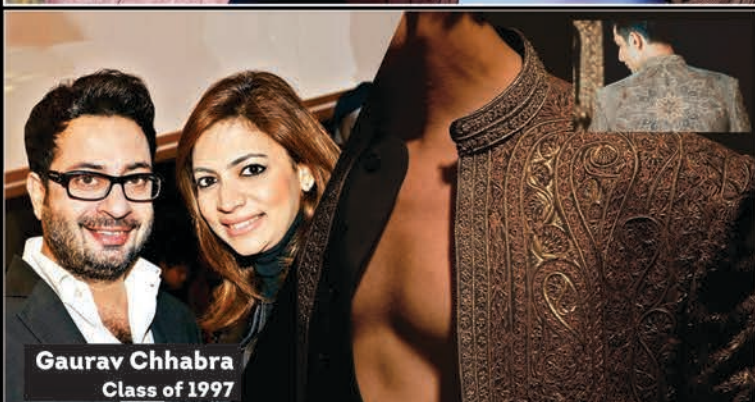
STUDENT ACTIVITIES



When you are at JD, you apply your imagination to extracurricular activities as well. Gear up for regular theme fashion events and dance challenges. But we believe in making learning as much fun as anything else. So you can look forward to industrial tours, exhibitions, conferences and excursions. And there will be once-in-a-lifetime opportunities as well. Imagine getting to work backstage with renowned designers during their shows. Imagine participating in Fashion Weeks. At JD there's never a dull moment. From animal rights shows and industrial exhibitions to lingerie shows and concept parties, there's always something to challenge your imagination and keep your spirits up.



IS IT YOU WHO THE WORLD WILL DISCOVER NEXT ?



INDUSTRY VISIT



Industry Visit - The curriculum has well-integrated industry opportunities where students get to learn about their modules with real-time experiences.

Mentor workshop - Each year Industry leaders are brought on board to enhance student learning through a series of seminars, workshop and curriculum upgradation.

MASTER SEMINAR



Master Seminar - An opportunity for jediiians to understand the know-how of design through an interactive session with the masters of the industry. A seminar carefully curated keeping the current industry trends and future prospects of design.

Field Trips - Travel-experience-learn and Innovate, that's why at JD. We focus on providing opportunities to visit different design-oriented spaces and places. Be it heritage places in India or the art nouveau exhibits of France, there's no place too far for our jediiians (citizen of imagination).

PLACEMENT DRIVE



Placement drive - We provide 100 % placement assistance to make the transition from a student to an industry leader smoother. The placement cell hosts multiple grooming workshops, CV building sessions, and one-on-one counseling sessions to provide the best working opportunity for jediiians.

Go global - The world has become a smaller place with our global programmes. Breakfast in Paris, lunch in Norway and dinner in London are now possible with our dedicated design programmes around the globe.

MENTOR WORKSHOP



FIELD TRIPS



GO GLOBAL



OUR NETWORK



For address, location & details : www.jdinstitute.com

follow us



WHERE YOUR
IMAGINATION
BECOMES A
CAREER.



**JD INSTITUTE OF
FASHION TECHNOLOGY**

Welcome to Imagin**ation**

jdinstitute.com

30
years

Leading **Change**

Corporate Delhi Office :

JD, Daryacha Building, 39 Hauz Khas Village, New Delhi-110 016 T : 011-2696 0821/652, 2652 8404 e: delhi@jdindia.com

Corporate Mumbai Office :

JD, Hemu Arcade, Opp.Vile Parle Station (W), Mumbai - 400 056 T. : 022-26154949 e:jdbombay@gmail.com

Corporate Bangalore Office:

JD, 79, 2nd cross. Lavelle road. Next to Godrej properties. Bangalore 560001 M: + 91 9901999903 T.: +91 8022279927 e: jdfashion@jdindia.com