



AICET

ALL INDIA COMBINED ENTRANCE TEST ADMISSIONS-2016

Fashion Technology

Advertising & Graphic Design

Media & Mass Communication

www.wlci.in

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THE WLCI CREATIVE SCHOOL

WLCI – THE INSTITUTION

WLCI is one of the largest professional training institutions in the country today. Over the last two decades, we have acquired a distinct reputation for providing high quality professionals to the industry, not only in India but also all over the world. We offer high quality professional education in the fields of Fashion, Advertising & Graphic Design and Media.

The WLCI Creative School offers programmes for undergraduate and graduate students. These programmes are designed to build a wide range of competencies, which enable students to join the creative field of their choice and develop into a well-rounded professional. WLCI Creative School aims to develop professional expertise and aesthetic aptitude in students to become successful professionals in their respective creative fields.

Over the years the School has built an extensive network with the industry and has established Placement Cells in every campus to assist students with traineeship and placements.

Our learning locations provide excellent training facilities and have well-qualified and experienced trainers conducting contact

or e-learning sessions. We ensure that each campus follows the high quality of training and enable our students to perform as high Achievers in the industry. At WLCI, we recognise that you come here with aspirations and plans to make it big in the industry. Whatever be your learning goals WLCI is the place for you to grow professionally and personally.

BEYOND EDUCATION

While education helps you understand the world around you, in today's environment understanding is not sufficient. Therefore, at WLCI it is our endeavour to go beyond education and inculcate well-defined and rigorously implemented training processes that enable you to develop various skills necessary at the workplace. Over the years our curriculum has become more industry oriented and has evolved in a holistic system of development, ensuring that you become an Achiever. By opting to choose the WLCI Skills Curriculum you will become more productive and hence, achieve great success in your life and career.



Chairman's Message

Dear Learner,

It is my privilege to introduce you to WLCI - the leading professional educational institution in India. Our unique pedagogy and carefully structured programmes aim at making you industry-ready and give you a decisive advantage in the corporate environment.

Over the past eighteen years, thousands of young people like you have benefitted from the training received at our institution and have gone on to create countless success stories across various industries. At WLCI, our primary focus is on building job-specific abilities by using some of the best practices in professional training.

The standards of instruction at our institution are amongst the highest in the country and compare favourably with some of the best in the world. All our mentors are leading industry professionals who bring with them years of experience and keep you updated on the latest developments in your chosen field. Our curriculum is revised periodically to keep pace with the changing needs of the industry.

Being at WLCI is not just about learning, it is about growth and development in all areas of your personal and professional life. Therefore, no matter which programme you choose to pursue, I assure you of a great learning experience and our continued support thereafter.

I wish you the best in life.

Vinay Pasricha

01st Nov, 2015

Lt Gen (Dr) KM Seth, PVSM, AVSM (Retd.)
Former Governor Tripura & Chhattisgarh



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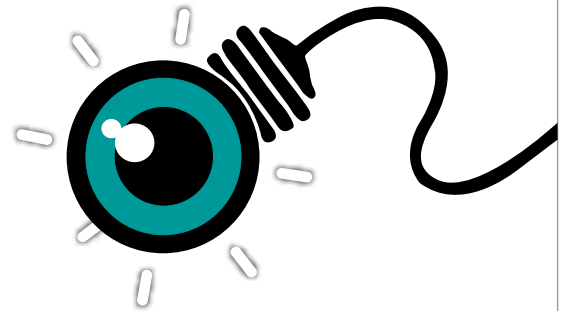
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FORWARD

1. WLCI is one of the very few institutions in the country which will help you develop the skills and competencies that will make you successful in your career.
2. All through my career I have heard how academic courses are not directly relevant to the industry. I am happy to note that WLCI has bridged this gap by going to the employers and taking their requirements before designing their courses.
3. Also there has been a constant feedback from employers that the students who come from the universities are not job ready as they lack relevant experience, in this aspect WLCI programs offer on the job work experience during the course making the students fully ready to enter the workplace.
4. Based on my long association with the management of WLCI and having visited all the campuses and personally interacted with the faculty over a period of time, I can assure you that the training you will receive will be one of the finest of its kind.
5. If you take the decision to join one of the courses offered by WLCI, you will not only develop relevant skills and get a good job, you will also be exposed to a system of education and training which is modern, process based and forward looking .
6. I wish WLCI and its students the very best for the next academic year.

Lt Gen (Dr) KM Seth, PVSM, AVSM (Retd)



About WLCI

WLCI was established in the year 1996 with the prime objective of bridging the gap between education and employment that is faced by most Indian students. Over the two decades, we have been continuously evolving our curriculum to align it with the needs of the Industry, Today, WLCI has acquired the distinct reputation for its unique training strategy that aims to transform 'Learners' into 'Achievers'. Every year, thousands of young people choose WLCI as the stepping-stone to a successful career. We offer job-specific professional courses in Business, Fashion, Graphic Design and Media, in over 10 locations across the Indian subcontinent.

From the day they are inducted into the Institution, our students are constantly guided by eminent professionals. Our unique skills-based curriculum ensures that the students are receiving the right training for a brighter future.

Innovative curriculum

The curriculum for various professional courses is designed in collaboration with eminent professionals who know the requirements of the Industry. Our trainers, coaches and mentors have a successful track record of training students for job-specific competencies. The course content is constantly revised to make sure that the curriculum is in sync with the needs of the time.

Unique Training

WLCI's one-of-a-kind Traineeship Programme promotes out-of-the-classroom learning by providing its students with opportunities to work with the best in the industry. The ongoing training equips the students to take on workplace challenges even before completing their course. Through its well-established placement network of over 500 leading companies, WLCI provides its students the opportunity to join their dream organization.

Programmes of Study

The School of Fashion

Programmes for Undergraduates

Eligibility – 10 + 2 or equivalent (Please refer to eligibility Criteria)

1. **BA (Hons) Fashion Design – 4 years**

Students have the option to study for a top up program at the University of Central Lancashire, Coventry University, University of Bedford shire Or the Heriot Watt University in the UK. This program is offered as a progression from the BTEC – HND.

2. **Bachelor of Design (Fashion Design) – 4 years**

Students will study at the Sharda University Campus at Greater Noida.
Apprenticeship is an integral part of the programme.

3. **Professional Diploma in Fashion Technology - 4 Years (Integrated)**

This is offered as a progression from the Advanced Diploma. The course develops professional skills required to succeed as a specialist or as an entrepreneur in the Apparel Industry. Apprenticeship is an integral part of this program which enables students to earn while they learn.

4. **Advanced Diploma in Fashion Technology – 3 Years**

This is a progressive professional programme which consists of the Foundation Level, the Higher level and the Advanced level. This is a hands-on programme that is designed to enable skills development and employability. The BTEC-HND can be done concurrently with this program.

5. **BTEC – HND in Fashion & Textile - 2 years**

This is a specialist professional qualification that reflects the requirements of the fashion industry. This is ideal for those who wish to enter the fashion industry or are seeking a pathway to higher education. This qualification is awarded by Pearson, the U.K.'s largest awarding body.



Programmes of Study

The School of Advertising & Graphic Design

Programmes for Undergraduates

Eligibility –10+2 or equivalent (Please refer to eligibility Criteria)

1. BA (Hons) Art & Design/ Animation -4 Years

Students have the option to study for a top up program at the University of Bedfordshire, University of Northmbisia or at the Middlesex University in the UK. This program is offered as a progression from the BTEC – HND.

2. Bachelor of Design (Communication Design) – 4 years

Students will study at the Sharda University Campus at Greater Noida. Apprenticeship is an integral part of the programme.

3. Professional Diploma in Visual Communication - 4 Years (Integrated)

This is offered as a progression from the Advanced Diploma. The course develops professional skills required to succeed as a specialist or as an entrepreneur. Apprenticeship is an integral part of this program which enables students to earn while they learn.

4. Advanced Diploma in Advertising & Graphic Design – 3 Years

This is a progressive professional programme which consists of the foundation Level, the Higher level and the Advanced level. This is a hands-on programme that is designed to enable skills development & employability. The BTEC-HND can be done concurrently with this program.

5. BTEC – HND in Art & Design - 2 years

This is a specialist professional qualification that reflects the requirements of the industry. This is ideal for those who wish to enter the industry or are seeking a pathway to higher education. This qualification is awarded by Pearson, the U.K's largest awarding body.



Programmes of Study

The School of Media & Mass Communication

Programmes for Undergraduates

Eligibility –10+2 or equivalent (Please refer to eligibility Criteria)

1. BA (Hons) Media Production/ Mass Communication - 4 years

Students have the option to study for a top up program at the University of Gloucestershire at Coventry university or at the University of Bedfordshire . This program is offered as a progression from the BTEC – HND.

2. BA (Journalism & Mass Communication) – 3 years

Students will study at the Sharda University Campus at Greater Noida.
Apprenticeship is an integral part of the programme.

3. Professional Diploma in Mass Communication - 4 Years (Integrated)

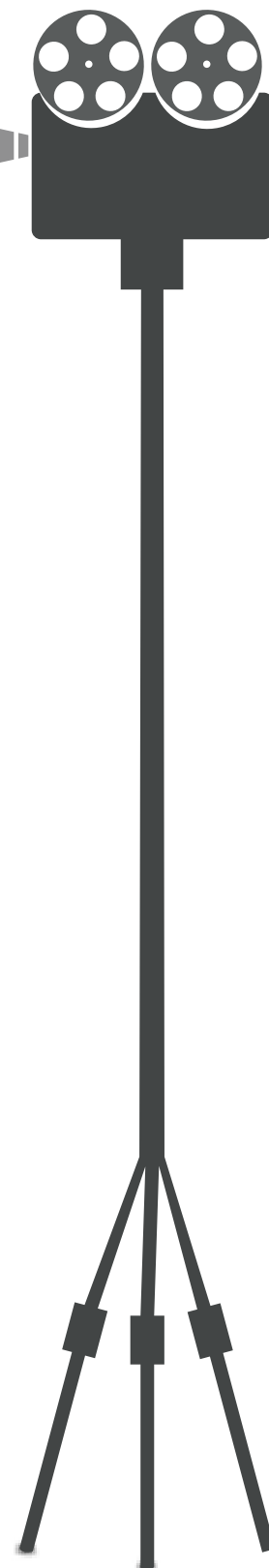
This is offered as a progression from the Advanced Diploma. The course develops professional skills required to succeed as a specialist or as an entrepreneur in the Media Industry.
Apprenticeship is an integral part of this program which enables students to earn while they learn.

4. Advanced Diploma in Media Production – 3 Years

This is a progressive professional programme which consists of the foundation Level, the Higher level and the Advanced level. This is a hands-on programme that is designed to enable skills development & employability. The BTEC-HND can be done concurrently with this program.

5. BTEC – HND in Creative Media Production - 2 years

This is a specialist professional qualification that reflects the requirements of the industry. It is ideal for those who wish to enter the industry or are seeking a pathway to higher education. This qualification is awarded by Pearson, the U.K's largest awarding body.



Programmes for Graduates

The School of Fashion

1. Master of Design (Fashion Design) - 2 Years

Eligibility – Graduation in any discipline or equivalent

Students will study at the Sharda University campus at Greater Noida. Apprenticeship is an integral part of the programme.

2. Professional Diploma in Fashion Technology - 2 Years

Eligibility – Graduation , Higher Diploma , BTEC- HND or equivalent (Please refer to eligibility Criteria)

This is a professional course consisting of the Advanced Level & Professional Level. This course has been designed with the objective of enabling the students to enter the workplace as specialists. It focuses on developing competencies that are valuable to employers in the Apparel Industry; these include Production, Textiles , Merchandising , Designing and Marketing.



The School of Advertising & Graphic Design

1. Master of Design (Visual Communication) - 2 years

Eligibility – Graduation in any discipline or equivalent

Students will study at the Sharda University campus at Greater Noida. Apprenticeship is an integral part of the programme.

2. Professional Diploma in Visual Communication – 2 years

Eligibility – Graduation , Higher Diploma , BTEC- HND or equivalent (Please refer to Eligibility Criteria)

This is a professional course consisting of the Advanced Level & Professional Level. This course has been designed with the objective of enabling the students to enter the workplace as specialists. It focuses on developing competencies that are valuable to employers in the Industry, these include Design Strategy, Corporate Branding & New Media.



The School of Media & Mass Communication

1. MA in Mass Communication (Creative Media Production)

Eligibility – Graduation in any discipline or equivalent

Students will study at the Sharda University campus at Greater Noida. Apprenticeship is an integral part of the programme.

2. Professional Diploma in Mass Communication – 2 years

Eligibility – Graduation , Higher Diploma , BTEC- HND or equivalent (Please refer to Eligibility Criteria)

This is a professional course consisting of the Advanced level & Professional Level. This course has been designed with the objective of enabling the students to enter the workplace as specialists. It focuses on developing competencies that are valuable to employers in the Industry these include Web Journalism , Print , Television & PR.



The WLCI School of Fashion

WLCI Fashion School is one of the leading fashion schools of India. Over the two decades we have produced over 2500 designers and merchandisers, many of whom are leading names in the industry. The fashion school works with all leading fashion designers, buying houses, export houses, garment manufacturing companies not only to keep the curriculum updated but also to provide internship opportunities to its students.

The school aims to develop in each of its students the professional expertise and the aesthetic aptitude required to become a fashion designer par excellence. The program entails a fine eye for detail, an appreciation of contemporary fashion and a thorough understanding of pre and post production cycle. The students are also encouraged to acquire a complete know how of the marketing and promotion processes.

The Fashion Program is geared to create a strong foundation in Fashion Design, Garment Production and Manufacturing. The curriculum is updated periodically to meet the global industry compliance standards. This program prepares students to work in the apparel industry, buying houses, design studios, export houses, fashion retail, garment manufacturing, online fashion business etc. Students also learn how to launch their own brands.

This program enables students to acquire a greater appreciation for design, develop a deeper sensibility towards fashion aesthetics in addition to nurturing their individual creative potential. Hands-on industry exposure provides students with an added advantage over their peers and sharpens their ability for creative thinking, their clarity in ideation and their presentation skills. We encourage students to develop their own personal style which they can call their “Very Own”.

Finally, students acquire the ability to conceptualise, design, produce and showcase their collection with confidence and zeal.

THE FASHION TECHNOLOGY PROGRAMME

The WLCI Fashion Technology Program has been designed by fashion experts and eminent industry professionals. The Program is up to date with the latest developments and trends in the world of fashion. The content maps the specialised skill sets required to access high paying careers in the apparel industry. The curriculum is designed to meet the requirements of the industry and to create professionals who are not only highly employable but geared for professional success.

The WLCI fashion school provides an ideal environment for creative minds, instils in its students a zest for learning and grasping the finer nuances of design that will be their passport to success.

CAMPUS AND COURSE OPTIONS: SEAT AVAILABILITY

2016	1	2	3	4	5	6	7	8	9	10
Programmes/ Locations	Bangalore	Chennai	Delhi	Hyderabad	Kathmandu	Kolkata	Mumbai	Pune	Surat	Greater Noida
Fashion Technology										
1.	Programmes for Under Graduates	60	60	60	60	60	60	60	60	60
2.	Programmes for Graduates	40	40	40	40	40	40	40	40	40
Total		100	100	100	100	100	100	100	100	100

The WLCI School of Advertising & Graphic Design

“Creativity is intelligence having fun” - Einstein

WLCI School of Advertising & Graphic Design is one of the Leading design institutes in India. Over the two decades the Advertising & Graphic Design School has produced over 2500 Creative professionals, many of them are pursuing successful careers. They hold senior positions as Creative Directors, Art Directors, Design Heads, Animators, Illustrators, Project heads and Design Consultants in leading Advertising agencies, Design studios, Web, Interactive Multimedia studios, Production & Media TV Channels, Digital, E-Commerce Websites and MNCs in India, UK, USA and Australia.

The Visual Communication and Advertising & Graphic Design programme offers an international curriculum that aims to develop in students, professional expertise and aesthetic aptitude required to become a global designer par excellence. The School works with leading communication designers, advertising professionals, web and design studios, electronic and print production industry to keep the curriculum updated and also to provide internship opportunities.

The Advertising & Design programmes aim to build a strong foundation and technical knowledge-base. These are updated periodically to meet global industry standards and prepare students for global opportunities in Communication Design, Advertising, Branding, Packaging, Retail Design, Digital, Online-Web & Interactive Multi-Media, Animation, Photography, Editorial, Print Publishing,

TVC, Film & Media Production Studios and Digital Multi Media.

The programmes also include “live projects” that intend to develop professional expertise and critical-judgment required to become a problem-solver and a ‘Thinking-Designer.’ This enables the students to acquire a greater appreciation for design, develop a deeper sensibility towards aesthetics in addition to nurturing their individual creative potential. Hands-on industry exposure provides students with an added advantage over their peers and sharpens their ability for creative thinking, ideation and presentation skills.

At WLCI Design School the students get individualized education, participate in studio based exploratory workshops, attend seminars and research-oriented tutorials to develop an in-depth understanding and professional expertise in design.

Innovative Curriculum: At WLCI we have put together a set of methods and assignments to build design thinking. The design curriculum and training focuses on lateral thinking, individual development. Students participate in studio based exploratory workshops, seminars and research-oriented tutorials. The challenge is to develop young minds to think beyond and innovate solutions. WLCI has introduced a four-year programme that will create competent and professional designers and managers in the field of Design . It will also lead to enhancement of core-content through an integrated approach to Design, Technology, Management and Communication.

CAMPUS AND COURSE OPTIONS: SEAT AVAILABILITY

2016	1	2	3	4	5	6	7	8	9	10
Programmes/ Locations	Bangalore	Chennai	Delhi	Hyderabad	Kathmandu	Kolkata	Mumbai	Pune	Surat	Greater Noida
Advertising & Graphic Design										
1.	Programmes for Under Graduates	60	60	60	60	60	60	60	60	60
2.	Programmes for Graduates	40	40	40	40	40	40	40	40	40
Total		100	100	100	100	100	100	100	100	100

The WLCI School of Media & Mass Communication

THE WLCI SCHOOL OF MEDIA

WLCI School of Media was established in 2002 with the vision of providing young learners a platform for comprehensive training in different fields of media for the purpose of creating proactive and responsible media professionals. The School offers programmes in media production and mass communication for undergraduate and postgraduate students. At WLCI, we aim to transform young learners into outstanding leaders. Our programmes have been designed to impart to students all the necessary skills required to be a successful media professional. The curriculum at WLCI is dynamic and constantly upgraded to meet the present-day industry requirements. We encourage students to experiment and innovate with different forms of communication and explore their creativity to the fullest.

Media is one the fastest growing Industries in India today. The speed and reach of communication technology and the glamour associated with it, has made Media one of the most coveted professions in the country. The Media Industry requires young professionals who are not only well-informed and exceptionally communicative but also skilled in all the aspects of media production. Being one of the fastest growing industries in India, Media has the speed and reach of communication technology as well as the glamour quotient associated, that makes it the most coveted profession in the country.

THE MEDIA & MASS COMMUNICATION PROGRAMME

WLCI's School of Media offers job-specific Programmes for undergraduates, graduates as well as working professionals. Our media

programmes are a cut above the rest as they are Industry-oriented and aligned with global media trends & practices. This ensures wide employability for our students who are fit to work anywhere in the world.

The courses equip students with skills to ideate, research, interview, write and produce stories for the print and television media. Our programmes also equip the students with necessary technical skills required to handle professional equipment in the field.

WLCI Media Production programme entails a comprehensive understanding of the fundamentals of contemporary Journalism, Media Production, On air promotions, Public Relations, Television commercial and many more, which are relevant to the fast –changing technology and market condition. The learners are encouraged to develop the skill of critical judgment needed to become a problem solver and a thinking media professional. It offers a strong foundation in Audio-Video communication and exposure to innovation, conceptual thinking, “Studio-based” workshops, interactive seminars, guest-lectures and guided tutorials. The programmes are designed to prepare students for global opportunities in Media Production & Mass Communication.

The learners enhance their imaginative, intellectual and analytical capabilities and are trained to confront real-world challenges in the Media Industry. They develop their capabilities and professional skills not only as outstanding Media Professional and Entrepreneurs, but also as engaged global citizens.

CAMPUS AND COURSE OPTIONS: SEAT AVAILABILITY

2016	1	2	3	4	5	6	7	8	9	10
Programmes/ Locations	Bangalore	Chennai	Delhi	Hyderabad	Kathmandu	Kolkata	Mumbai	Pune	Surat	Greater Noida
Media & Mass Communication										
1.	Programmes for Under Graduates	30	30	30	30	30	30	30	30	30
2.	Programmes for Graduates	30	30	30	30	30	30	30	30	30
Total		60	60	60	60	60	60	60	60	60



Global Connect

The academic strategy of WLCI embraces a global approach. The core activities of the institution have enhanced its international visibility and standing. WLCI has strategic agreements and partnerships with several leading international Fashion, Advertising & Graphic Design, Media institutions and organisations that share the same academic direction, integrating WLCI students with the global mainstream.

International collaborations allow students to experience ‘study abroad’ options through exchange programmes.

This initiative provides an excellent opportunity to WLCI students, selected for the exchange programme, to interact with students from various countries, encouraging them to broaden their vision and understand different cultures. The students can undertake the opportunity across WLCI campuses and all course disciplines. To provide an academic gradient, the institution’s international linkages allow the students to participate in international competitions / seminars / research / exhibitions and other events.

WLCI students at all campuses are encouraged to participate in international events and competitions. The students have participated and won laurels in several prestigious international competitions.

The institute also attracts international students who come and experience its academic and cultural richness. Through the exchange programmes, students from overseas institutions have developed a valuable insight not just into Indian culture, arts and crafts but have also understood the Indian market and its dynamics.

The strategic alliances encourage academic enhancement at the faculty level as well. Faculty exchange and joint research initiatives ensure that the institution’s teaching methods and facilities are constantly upgraded to be at par with the best institutions in the world. To facilitate exchange of teaching pedagogy, concepts and professional ideas, the faculty at WLCI participates in academic exchange programmes, international fairs, seminars, exhibitions, conferences and trade shows thereby bringing their substantial experience to the classroom thus enriching the knowledge pool at WLCI.

International qualifications

In 1996 WLCI was the first institution in India to offer high quality UK qualifications in the country. Over the years our association with several international universities , institutions and awarding bodies has enabled Indian students to join the global mainstream.

In addition to 'study abroad' opportunities which students may avail for varying durations during their course , students may also acquire internationally accepted qualifications from Edexcel (largest awarding body of UK) concurrently with their courses in India . This enables our students to top up their qualifications at several international universities and institutions thus opening up pathways to higher education abroad.

It is these international linkages that has enabled thousands of WLCI students find entrepreneurship and employment opportunities all over the world.





WLCI – Professional Development Process

The Professional Development process at WLCI is student centric. This means that every student gets individualized education. Our trainers constantly guide, support, inspire and motivate enabling students to be ‘Achievers’ in the professional world. Our practical and industry integrated training focuses on developing both technical and professional skills, which will impact all areas of students’ life, enhancing their current or future job performances.

INDUCTION

The course commences with an exhaustive induction programme which aims at familiarizing the students with objectives of the programme and processes at WLCI. In addition to the Academic process, the students are also made aware of all the rules and regulations that govern implementation of the academic process. The students are apprised of the institution’s expectations from them during the course.

DELIVERY

At WLCI, we follow process based training methodology for upgrading the students’ skill level to make them suitable for employment in the industry. The training is imparted by professionals with industry experience who add practical dimensions to the learning process.

Orientation Programme: The students undergo a comprehensive orientation programme prior to the commencement of their functional modules. It builds a creative foundation in the student, and comprises of three components as under:

- Generation of creative ideas by an individual in a group.
- Helping the creative performance.
- Stimulating students’ creative energy.

The orientation programme follows an activation based learning through paper craft, best out-of-waste, drawing technique classes. It also includes visit to relevant industry, design exhibitions, export houses etc. to enhance their awareness. The students are oriented to develop their skills by interactive sessions by eminent speakers from the industry.

Conduct of Workshops : The Workshops are designed to help the students inculcate professional skills through assignments and projects.

- The assignment brief is discussed with the students wherein the learning outcome of the unit is explained in detail to the students. Students are briefed on the training material required for effective learning during the practical workshop.
- It encompasses research, Visual-communication, Idea Generation and Design Exploration Students application in the form of practical outcome as relevant to the module.

TRAINEESHIP

This process is the core of WLCI is unique methodology and is responsible for converting demonstrable skills into professional abilities. Concurrent to the functional modules, students are placed as a trainee with reputed organizations, where they can apply and practice the skills acquired during the delivery process. This helps students develop hands on skills in addition to acquiring industry experience.

The process consists of training the students, matching the profile with available opportunities, placing them on traineeship, supporting them to perform in the industry and assess periodically to provide relevant feedback for their future growth in the industry. Students are periodically assessed on the skills that they display at the workplace. This is one of the most important and meaningful assessment and enables the students to get valuable feedback from their supervisors and peers. On the basis of feedback received from the workplace, the students are provided individual training and coaching to overcome skill & attitudinal bottlenecks.

Assessment: WLCI follows a comprehensive and transparent assessment system that aims to help the students in enhancing his/her creative ability as well as self-development for future growth. The assessment is done through a system of sampling, moderation, internal verification and cross- departmental co-ordination as applicable to the programme. Students are assessed on a number of parameters. The overall assessment is based on the net result of these assessments. These are as follows

- **Formative Assessment:** Formative assessment is done during the initial stage of learning in order to channelize the student for better understanding and application of the subject. It is based on a written assignment during the module.
- **Summative Assessment:** Summative assessment is based on a project that covers learning of the complete module which occurs at the end of the module.
- **Exhibition Assessment:** The exhibition draws on a personal academic focus of the student, explores a topic through in-depth research, represent, and represent the acquisition and use of knowledge in new ways. It is completed individually and presented in front of the Internal Jury.
- **Portfolio Assessment:** Students are graded on completion and submission of their final Portfolio. Portfolio should have a purposeful collection of their work across time which exhibits student's efforts, progress and level of proficiency.
- **Traineeship Assessment:** Students on traineeship are graded on their traineeship performance by the concerned Organisation. Based on their areas of improvement identified by the supervisor/nominated faculty, an action plan is generated and implemented in a time-bound manner to help the students improve. Students, not on traineeship of any reason, are allotted an Industry Project in lieu and are graded on the same.
- **Industry Project:** Students on industry project are graded on their final submission of their research which is complex, usually requiring more than one type of activity, process or product for completion.
- **Event Assessment:** Students are expected to participate in the organization of at least 2 events per level (semester). Students are graded on the same. The aim is to teach critical skills and attitude to students through events. They participate in events like Designer Fashion shows, Brand Launch, Beauty Pageant, Campus Events etc.
- **End Term Assessment (Written Exam):** There shall be an End Term Assessment on every module, at the end of each level.

FINAL ASSESSMENT

The Final collection, in Fashion, the group exhibition in Advertising & Graphic design and the film show in Media & Mass Communication is based on student's innovative work. The grading of the final assesment follows the under mentioned process.

1. **Review Session:** Total 7 reviews conducted by industry professional in order to evaluate the progress of student's work. Each Review carries 10% of overall grading, which is counted towards final evolution.
2. **External Jury:** This comprises of top industry professional like fashion designer,creative directors, stylist, editor, media professional etc. This will Judge the final product/collection of student. This carries 30% of overall grading and is part of the final grading.

COACHING

In pursuant to the systematic approach to professional development, Coaching marks the culmination of the assessment cycle. The objective of the coaching is to help remove specific road blocks in the professional and personal development. It involves one on one interaction between the student and the coach to identify areas of improvement related to students' proficiencies and traineeship performance.

This includes identifying gaps in performance, making action plans, creating deadlines, taking action, course correction and ensuring achievement.

MENTORING

Mentoring is the non-judgmental process that aims to assist the student in his overall development. The mentor has a bird's eye view of all areas of development and can make a complete assessment of the students.

This process consists of reviewing the development plan, discovering areas of repeated failures, identifying a common thread, focusing on core issues, helping the student overcome these issues and helping him/her become an achiever in life .



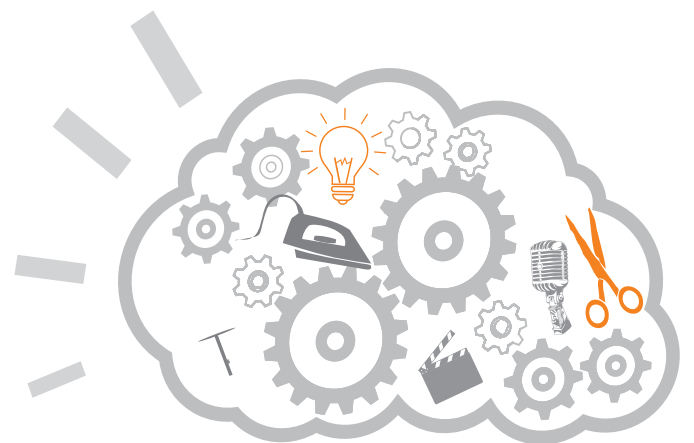
Fashion Technology

Advertising & Graphic Design

Media & Mass Communication

Creativity is
intelligence
having
fun

Albert Einstein



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The WLCI School of Fashion

Pre Foundation Programme - 4 weeks

The Pre Foundation programme is designed to meet the needs of students looking to make the transition to a professional at WLCI. Students will experience new challenges, develop their ideas and advance their skills with creative projects and practical techniques. Students will experience a range of fashion activities which will assess their strengths and confirm their aspirations and lead to a more specialized area of interest.

The programme will focus on building the base for future learning of the design and technology function in the subsequent years.

COURSE OBJECTIVES

- To provide an overview and orientation to the fashion industry.
- To introduce the context and academic structure of the design and technology curriculum.
- To provide an enhanced environment for thinking, learning and gestation.
- To ensure a fundamental and common approach for fashion industry in consonance with the emerging challenges and needs of the industry and the overall vision and goal of WLCI.
- To provide uniform basic knowledge and skill competencies generic to the disciplines of design and technology.

COURSE CONTENT

The Fashion Technology core encompasses a strong integrated skill and knowledge base essential to the fashion industry. An overview of apparel industry provides inputs on the socio-economic, traditional and cultural aspects of the industry, which would lead to ideation, conceptualisation and communication. Exploration with various materials and study of general and material science will enhance basic understanding and appreciation of manufacturing processes leading to product realisation. To understand the intricacies of design, inputs in Geometry and Visualisation and Representation and Elements of Design are included as part of the Pre Foundation Programme. The inputs on fundamentals of computer science are a part of the Foundation Programme. The Communications and Liberal Arts core address the essential sociocultural perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns.

Programmes For Undergraduates In Fashion Technology

Our programme in Fashion Designing offers students the opportunity to explore the relationship between creativity, production technology and commercial feasibility. The students are given hands-on experience through regular visits to the visit, textile mills, embroidery unit and visits to exhibitions, fashion events as well as trade fairs. The Institute also organizes regular live workshops. Activities like brand surveys offer a good amount of Industry-exposure to students.

WLCI will also give you an opportunity to be trained in the industry through our unique 'Traineeship Programme'. During the traineeship period, students will be provided the opportunity to work in the competitive world of Fashion alongside pursuing the course and get a chance to network with industry professionals. Guidance and mentoring is provided by 'Leading Designers' from the Fashion Industry. The programme culminates into a fully-realized fashion collection presented by each student.

During the programme, the students are given hands-on experience with:

- | | |
|--|--------------------------------|
| • Unique Traineeship Programme | • Weaver's Village Visits |
| • Textile Mill Visits | • Printing Workshops Visits |
| • Textile Manufacturing Plants | • Live Workshops |
| • Embroidery Units Visits | • Mall visits for Brand survey |
| • Production Units Visits | • Textile Exhibitions |
| • Fashion Events, to give them the required Industry exposure. | • Textile Fairs, Trade Fairs |

learners would be taken through extensive interactive workshops conducted by industry experts and interact with highly qualified 'Faculty' who will hand-hold them through their entire creative process and also encourage, guide and groom them on various aspects of the Fashion world.

LEVELS OFFERED

- FOUNDATION LEVEL (Eligibility – 10+2 or equivalent)
- HIGHER LEVEL (Eligibility – Foundation Level or Equivalent)
- ADVANCED LEVEL (Eligibility – Graduation, Higher Level or Equivalent)
- PROFESSIONAL LEVEL (Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Bachelor's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

FOUNDATION LEVEL

First step towards becoming a Professional.

The foundation level programme has been designed for undergraduates interested in acquiring basic skills of fashion design. Comprehensive knowledge in the field of design principles, visual communication, Idea generation, textiles, pattern making and garment construction gears the learner towards a solid foundation for a successful future in the apparel industry.

The Fashion Design Programme provides students with a strong foundation in interdisciplinary skills required in the Fashion industry. they will learn elements of design, drawing, rendering and research techniques.

During this programme, learners will carry out a variety of exercises like Still life, Nature study and Geometrical forms to develop their drawing skills using mixed media.

Students will be encouraged to investigate materials and experiment with a variety of media through methods like personal enquiry and discovery. During the programme, they would also develop the requisite research techniques through exploration and development of design ideas.

COURSE CONTENT

- Drawing Techniques and Processes in Art And Design
- Visual Communication in Art and Design
- Design Principles
- Ideas Generation and Development in Art and Design
- Contextual and Cultural Referencing in Art and Design
- Pattern Drafting in Fashion
- Production Techniques in Fashion
- CAD/CAM for Fashion and Textiles
- Project Design, Implementation and Evaluation
- Personal and Professional Development
- Techniques and Processes in Fashion
- Textile Manufacture Production Operations
- Fashion Promotion and Marketing

YEAR 2

HIGHER LEVEL

Develops skills to perform entry level functions.

The higher level programme at WLCI has an industry oriented

curriculum. This ensures that the learner develops skills to perform entry level functions in the apparel industry. During the course, students undergo rigorous training to develop skills required by the Industry. Design research, Design projects, merchandising, textiles, garment manufacturing techniques, production operations, kids wear, women's wear and knits wear are some of the major areas in which technical and creative skills are developed. Industry Traineeship enables students to apply and practice the acquired skills and gain industry experience.

WLCI's Fashion School aims at creating highly competent and trained professionals for the fashion industry. This programme provides students with knowledge and skills in designing garments and helps them understand concepts about fashion forecasting.

During this programme, they will learn how fashion trends are researched and monitored, and apply this to design and produce fashion products. learners will also gain an understanding and learn the process of fashion merchandising. This will include product promotion, pricing, selling and co-ordination of merchandise.

During this programme, they will learn design techniques to create garments for women and children. students will also identify a theme and carry out a major research project to conceptualize and design a fashion collection of their own. Students will make a presentation of this collection before a jury of reputed professionals from the fashion industry that will evaluate their work and guide them further in their efforts.

COURSE CONTENT

- Research and Development for Fashion Design
- Contextual and Cultural Referencing in Art and Design
- Experimental Printed Textiles
- Design Exploration in Fashion
- Techniques and Processes in Fashion
- Pattern Construction in Fashion
- Production Techniques in Fashion
- Garment Manufacture
- Basic Draping
- CAD/CAM for Fashion and Textiles
- Personal and Professional Development
- Fashion Merchandising
- Clothing Manufacture Production Operations
- Costume Realisation
- Professional Practice in Art and Design

YEAR 3

ADVANCED LEVEL

Enables learners to find a good job.

This programme develops the advanced skills and enables the learner to enter the apparel industry as a well trained creative mind .At this level the students begin developing advanced skills in core areas of market research, fashion forecasting, design projects, western wear, ethnic wear, professional portfolio development, accessorize, fashion photography and managing an export import business. This level culminates into a fully realized fashion collection .On completion of this course; the learners are trained to find opportunities in the profession of their choice.

The programme introduces students to the creative and artistic world of Fashion. they will be provided with a broad overview of the Fashion industry. The programme helps them explore their creativity and educate them on the fundamentals of the design process, illustration, pattern making and construction.

This programme is a perfect blend of theoretical knowledge and hands-on practical expertise. Our experienced and qualified faculty will encourage original thinking processes in students to generate, develop and communicate new ideas and concepts. learners will develop an understanding of their own innovative and creative processes to explore new Fashion frontiers.

Students applying for the BA(Hons) with UK universities will follow the curriculum of the chosen university.

COURSE CONTENT

- Specialist Textiles Techniques and Processes
- Research and Development for Fashion Design
- Design Project – Draping
- Design Project – Western Evening Wear
- Design Project – Ethnic Wear
- Pattern Construction in Fashion
- Production Techniques in Fashion
- Managing Export Import Business
- Employability Skills
- Fashion Collection Realisation
- Fashion Photography
- Jewellery, Accessories and Body Adornment
- Professional Practice in Art and Design

YEAR 4

PROFESSIONAL LEVEL

Trains you to be a Professional.

The professional programme of WLCI has been designed to the latest industry practices which are relevant to the needs of the Fashion & apparel industry. It aims at imparting the essential professional and technical skills of the industry and focus on core specialization. The specialization areas include clothing manufacture, designing, textiles, merchandising, fashion collection realization, market research, entrepreneurship. With focus on specialization and competence development, the students enhance their professional skills to mature into ace creative professionals.

This programme ensures students to develop skills in designing fashion garments and an understanding of the process of Research and Development in forecast study. We teach advanced designing techniques to create woven garments, based on trend analysis. students will learn different techniques for creating stylized illustrations and develop a signature style of their own. During this programme, they will design a collection of Menswear that meets industry standards. On completion of this programme, they would have acquired competencies in fashion forecasting techniques, managing their own business, conceptualizing and designing Men's wear collection of their own.

COURSE CONTENT

- Drawing Techniques and Processes in Art And Design
- Visual Communication in Art and Design
- Design Principles
- Ideas Generation and Development in Art and Design
- Contextual and Cultural Referencing in Art and Design
- Pattern Drafting in Fashion
- Production Techniques in Fashion
- CAD/CAM for Fashion and Textiles
- Project Design, Implementation and Evaluation
- Personal and Professional Development
- Techniques and Processes in Fashion
- Textile Manufacture Production Operations
- Fashion Promotion and Marketing
- Design Project – Men's Wear
- Pattern Construction in Fashion
- Production Techniques in Fashion
- Fashion Forecasting + Merchandising Development
- Industry Compliance Standard & Quality Control
- Managing a Creative Business
- Cultural Understanding in Fashion

- Employability Skills
- Fashion Collection Realisation
- Clothing Manufacture Production Operations
- Fashion Photography
- Millinery and Headdresses

Programmes For Graduates In Fashion Technology

The programme offers a strong foundation in Fashion, sound technical knowledge, updated professional training, extensive practical experience and an integrated inter-disciplinary curriculum. It gives students the opportunity to train with leading fashion designers and buying houses through our one-of-a-kind 'Traineeship Programme'. The training offers young learners a professional edge over their peers. During the programme, the students are given hands-on experience through regular visits to embroidery units, textile manufacturing plants, productions units, fashion events, weaver's villages, printing workshops, trade fairs, exhibitions and more. The Industry exposure prepares the students for future challenges, and it also helps them in developing confidence in their field.

The main objective of WLCI's Fashion courses is to develop job-specific, skills-based competencies in the students. The courses impart thorough knowledge (theory as well as practical) in the fields of Fashion Illustration, Design Processes, Trend Forecasting, Ornamentation techniques, Pattern Making as well as Garment Production. On the successful completion of the Graduate Programme, they can choose from a wide spectrum of careers.

The WLCI Fashion School offers programmes in Fashion Technology and Fashion Marketing. The Professional Programme in Fashion Technology is meant for those who want to make a career in the 'Fashion and Apparel' Industry. On successful completion of this programme, students can choose from a wide spectrum of careers. In the field of Fashion Technology, they will gain competencies to work as a Fashion Entrepreneur or Designer in their own right, Fashion/Cos-tume Designer, Concept Designer, Product Developer, Fashion Illustrator, Fashion Forecaster, Fashion Advisor and many more such choices.

Some of our high-achievers from our alumni have launched their own design labels. In the area of Fashion Marketing they would be competent to perform functions of a Quality Controller, Production Manager, Retail Store Manager and Sourcing Specialist. The Professional Programme in Fashion Designing will give them an understanding of all aspects of the fashion industry, including design

production and retailing of fashion products. Every module of the programme is designed to give them the necessary professional skills to work in the Fashion industry and excel in it.

On completion of this course, students will develop competencies in

- Design process
- Fashion Illustration
- Trend forecasting
- Textile and Surface Ornamentation techniques
- Pattern Making
- Garment Construction
- Draping and production techniques and
- Computer application in Fashion production.

During the programme, the students are given hands-on experience with-

- Unique Traineeship Programme
- Textile Mills Visits
- Textile Manufacturing Plants
- Embroidery Units
- Production Units
- Weaver's Village
- Printing Workshops
- Live Workshops
- Mall visits for Brand survey
- Textile Exhibitions
- Textile Fairs, Trade Fairs and
- Fashion Events, to give them the required Industry exposure.

LEVELS OFFERED

- ADVANCED LEVEL (Eligibility – Graduation, Higher Level or Equivalent)
- PROFESSIONAL LEVEL (Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Master's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

ADVANCED LEVEL

Enables learners to find a good job.

This programme develops the advanced skills and enables the learner to enter the apparel industry as a well trained creative mind. At this level the students begin developing advanced skills in core areas of market research, fashion forecasting, design projects, western wear, ethnic wear, professional portfolio development, accessorize, fashion photography and managing an export import business. This level culminates into a fully realized fashion collection. On completion of this course; the learners are trained to find opportunities in the profession of their choice.

ADVANCED LEVEL I

The programme teaches the fundamentals of the Design Principles, Drawing Techniques and Processes, Pattern Drafting and Production Techniques. We encourage students original thinking process which helps them generate, develop and communicate their ideas and concepts. they develop abilities in Visual Communication & Ideas Generation which help them communicate Fashion ideas.

ADVANCED LEVEL II

This programme is designed to develop skills in Project Design, Implementation and Evaluation and marketing a Fashion product. Students will be trained to investigate materials and experiment with a variety of media. They will also study Textile Manufacture Production Operations, research, record and analyse the properties and characteristics of fibres and fabrics, and suitability for different uses. They also develop a visual and tactile understanding of textile raw materials and fabrics.

On completion of this programme, learners would have developed competencies in researching, conceptualizing, exploring materials and designing and constructing fashion garments for children & Women. At this level, students will be provided a traineeship in the Fashion industry where they will be able to apply knowledge and skills learnt in the classroom at the workplace.

COURSE CONTENT

- Drawing Techniques and Processes in Art and Design
- Visual Communication in Art and Design
- Design Principles
- Contextual and Cultural Referencing in Art and Design
- Ideas Generation and Development in Art and Design
- Research and Development for Fashion Design
- Pattern Drafting in Fashion
- Production Techniques in Fashion
- Project Design, Implementation and Evaluation
- Techniques and Processes in Fashion
- Fashion Merchandising
- Textile Manufacture Production Operations
- CAD/CAM for Fashion and Textiles

- Clothing Manufacture Production Operations
- Experimental Embroidered Textiles
- Fashion Promotion and Marketing
- Personal and Professional Development
- Employability Skills

YEAR 2

PROFESSIONAL LEVEL

Trains students to be a Professional.

The professional programme of WLCI has been designed to the latest industry practices which are relevant to the needs of the Fashion & apparel industry. It aims at imparting the essential professional and technical skills of the industry and focus on core specialization. The specialization areas include clothing manufacture, designing, textiles, merchandising, fashion collection realization, market research, entrepreneurship with focus on specialization and competence development. The students enhance their professional skills to mature into ace creative professionals.

PROFESSIONAL LEVEL I

This programme ensures students to develop skills in designing fashion garments and an understanding of the process of Research and Development in forecast study. We teach advanced designing techniques to create woven garments for women, based on trend analysis. Students will learn different techniques for creating stylized illustrations and develop a signature style of your own. We also teach them traditional and contemporary techniques of surface ornamentation including various types of embroidery, dyeing and printing techniques and embellishment trends. During this programme, they will design a collection of Menswear that meets industry standards.

On completion of this programme, learners would have acquired competencies in fashion forecasting techniques, Managing their own business, conceptualizing and designing women's & Men's wear collection of their own.

PROFESSIONAL LEVEL II

The programme provides an introduction to advanced draping and grading techniques. Students develop a variety of garments using dress forms. This involves an understanding of properties of fabrics and developing a proper fit. They learn how to prepare pattern charts and cost sheets and create samples. Students are also introduced to the fundamentals of grading techniques, increasing and decreasing pattern sizes and size charts.

The programme culminates in a final project which showcases students' personal fashion ideas and original design collection. They learn to negotiate challenges in producing this collection which will be presented in a Fashion Show. Throughout the programme, students will be provided a traineeship in the Fashion industry where they will be able to apply knowledge and skills learnt in the classroom at the workplace.



COURSE CONTENT

- Research and Development for Fashion Design
- Design Exploration in Fashion
- Techniques and Processes in Fashion
- Design Project – Men's Wear
- Production Techniques in Fashion
- Experimental Printed Textiles
- Pattern Construction in Fashion
- Managing a Creative Business
- CAD/CAM for Fashion and Textiles
- Industry Compliance Standard & Quality Control
- Employability Skills
- Fashion Collection Realisation
- Clothing Manufacture Production Operations
- Fashion Photography
- Millinery and Headdresses



The WLCI School of Advertising & Graphic Design

Pre Foundation Programme – 4 Weeks

The Pre Foundation programme is designed to meet the needs of Students looking to make the transition to a professional at WLCI. Student will experience new challenges, develop their ideas and advance their skills with creative projects and practical techniques. Students will participate in a range of fashion activities which will enhance their strengths and aspirations, which will lead to a more specialized area of interest.

The programme will focus on building the base for future learning of the design and technology function in the subsequent years.

COURSE OBJECTIVES

- To provide an overview and orientation to the design industry.
- To introduce the context and academic structure of the design and technology curriculum.
- To provide an enhanced environment for thinking, learning and gestation.
- To ensure a fundamental and common approach for communication industry in consonance with the emerging challenges and needs of the industry and the overall vision and goal of WLCI.
- To provide uniform basic knowledge and skill competencies generic to the disciplines of design and technology.

COURSE CONTENT

The graphic design programme encompasses a strong integrated skill and knowledge base essential to the Design industry. An overview of the communication industry provides inputs on the socio-economic, traditional and cultural aspects of the industry. Exploration with various materials and study of general and material science will enhance basic understanding and appreciation of manufacturing processes leading to product realization. To understand the intricacies of design, inputs in Geometry and Visualization and Representation and Elements of Design are included as part of the Foundation Programme. The inputs on fundamentals of design principles are a part of the Foundation Programme. The Communications and Liberal Arts core address the essential socio cultural perceptions and contexts. Envisioning and inculcating ethical and aesthetic values lead to the understanding and expression of physical, psychological, professional and ergonomic concerns.

Programme For Undergraduates In Advertising and Graphic Design

At WLCI, the Advertising and Graphic Design Programmes for Undergraduate students is structured to prepare them to meet the challenges of a highly creative, competitive and demanding industry. The curriculum for the programmes is industry driven and aimed to develop their creativity, design skills and business awareness.

The programmes provide learners with relevant knowledge and professional expertise in Advertising, Graphic Design, Animation, Corporate Branding and Web & Multimedia. These are interdisciplinary programmes which provide them with a broad-based knowledge of design and integrate theory and practice with an aim of extending their imaginative, intellectual and analytical capabilities through live and Collaborative projects, workshops, analytical research, critiques and presentations. Our programmes adopt an integrated approach and focus on teaching students the fundamentals of design, advertising, animation, corporate branding and packaging. We encourage you to explore and experiment with ideas and media to produce innovative design solutions which meet industry requirements.

The advertising and graphic design programmes for under-graduates aim at developing conceptual thinking, ideation skills and software applications. They learn in a supportive environment which encourages personal growth and nurtures their individual creativity and talent.

The design of the curriculum supports graduate employability in a number of ways. Students may choose to specialize in either the creative or strategic field, depending on their personal aspirations for the future. WLCI's Programme in Advertising and Graphic Design will equip students with competencies which prepare them for careers and job opportunities in Advertising Agencies, Design Studios, Print and Publishing, Animation, Web, Internet, Interactive Multimedia, Packaging, Copywriting, Television, Media, Films, Photography, Exhibition and Retail Design.

During the programme, the students are given hands-on experience with:

- Unique Traineeship Programme
- Live Workshops
- Visits to industry Brand survey
- Art & Design Exhibitions
- Design Fairs, Trade Fairs

- Printing Press Visits
- Paper Manufacturing & Die- Cut Units
- Digital and Mobile Design Studios
- Pottery and Ceramic Industry Visits
- Block, Screen and Digital Printing Workshops
- Art Museum Tours
- Crafts Fair
- Live Workshops and Design Events, to give them the required competencies

learners would be taken through extensive interactive workshops conducted by industry experts and interact with highly qualified 'Faculty' who will hand-hold them through their entire creative process and also encourage, guide and groom them on various aspects of the Communication world.

LEVELS OFFERED

FOUNDATION LEVEL(Eligibility – 10+2 or equivalent)

HIGHER LEVEL(Eligibility – Foundation Level or Equivalent)

ADVANCED LEVEL(Eligibility – Graduation, Higher Level or Equivalent)

PROFESSIONAL LEVEL(Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Bachelor's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

FOUNDATION LEVEL-I

First step towards becoming a Professional.

The Foundation Certificate in Advertising and Graphic Design introduces students to the fundamentals of design and emphasizes design as a problem-solving process through broad-based investigation, analysis, synthesis and communication. It focuses on developing your understanding and skills in Design process, Basic Design (2D & 3D), Colour, Life Drawing, Typography, Art History & Appreciation, and Aesthetics.

Students learn the principles of design and develop skills through exploratory and experimental workshops, projects and seminars. We encourage them to research and critically analyse the way in which designers and creative professionals apply design principles to create effective communication.

In this programme, students will study visual language, still life and drawing techniques in relation to different formal elements, responses, moods and emotions. They will also be encouraged to look at contemporary historical references, art history and youth culture. We introduce them to the fundamentals of typography and its application.

During the programme, students will study fundamentals and functions of advertising and how it is developed for a specific socio-economic category of consumers. They will also be able to experiment with photography and work on digital platforms for 2D projects.

On completion of this Programme, learners would have gained competencies in Design, Creative thinking, Advertising, Computers, Drawing techniques and understanding of the History of art.

COURSE CONTENT

- Elements & Principles of Design
- Drawing Techniques & Approaches
- Visual Recording in Art & Design
- Material, Technique & Process in Art & Design
- Historical & Contextual Reference
- Introduction to Typography Skills
- Computer Application In Art & Design
- Introduction to Advertising
- Basic Digital Photography

FOUNDATION LEVEL II

This undergraduate program in advertising and graphic design aims to develop visualization techniques and an understanding of contemporary markets and cultural contexts. During this programme, each project provides you an opportunity to identify solutions for 'live' briefs through idea generation workshops. While learning advertising, students will be exposed to current case studies and campaigns and investigate Market trends. They will also learn advertising techniques to develop a campaign for a product which includes market research, trends, product benefits, alternative creative strategies, USP and brand positioning; they will then apply this knowledge to create an advertising campaign which meets professional standards.

Students learn to produce design solutions for a magazine/tabloid and create a package design (3D) for specialist consumer groups. They will also learn to carry out professional photographic assignments and work on a range of design software including Adobe Photoshop, InDesign, and Illustrator. On completion of this programme, learners will have acquired competencies to visualize and create advertisements, Design Retail (3D) Packaging Editorial and understand Print Production.

COURSE CONTENT

- Image Manipulation Application
- Computer Application in Art & Design
- Drawing Techniques and Approaches

- Packaging Design
- Print Production
- History & Contextual Reference
- Image Manipulation Application- Photography
- Advertising Campaign
- Copywriting for Print Advertising
- Final Project

YEAR 2

HIGHER LEVEL I

Develops skills to perform entry level functions.

This Advertising and Graphic Design Course focuses on integrating various modules to develop an in-depth understanding of consumer culture and market-driven communication. Students will learn advanced creative skills for advertising, animation, web and interactive media and typography. They will be able to articulate your own thinking and demonstrate a comprehensive understanding of visual thinking and creativity in your work.

During this Undergraduate Course, learners will be expected to work independently on Creative strategies, advertising campaigns for FMCG, consumer goods, products, services and brands. They may also learn copywriting as an optional unit. They will learn techniques to develop ideas & visualization skills.

In this programme, students will learn advanced animation techniques in 3D to create moving type and imagery using advanced software techniques. As a part of the Web and Multimedia module, they will design a client-ready website and evaluate web-safe colour palettes, usability, and accuracy.

Students will learn to evaluate the corporate identity of an organization and develop a creative strategy for communicating a brand image. In this programme they will also develop entrepreneurial skills and learn business organizational planning, operations, resource planning for a creative hot shop/design studio. On completion learners would have developed abilities to create, implement and evaluate design across a range of media. They would also have acquired competencies to create experimental design for Internet Applications, Promos and Films.

COURSE CONTENT

- Advertising Campaign
- Copywriting for Television Commercials.
- Drawing Technique Approaches (Advanced)
- Animation Techniques
- Business Entrepreneurial Skills Practices

- Professional Studies
- Corporate Identity (Branding)
- Multimedia & Web Authoring
- Advance Typographic Design

HIGHER LEVEL II

This Certificate in Advertising & Graphic Design is structured to provide students with knowledge and skills to handle independent and self-directed design projects, set to industry standards. Throughout the programme they are provided with a Traineeship in leading advertising agencies, design studios, animation studios, TV channels and Media houses. In this programme, they will carry out projects set by the industry which will showcase your professional abilities and creative talent. Students will also work on an Industry Project (IP) in a specialized area of their choice through our course in graphic designing.

Students will also submit a dissertation mentored by an industry guide. Their final project will be evaluated and critiqued by a jury of experts. Students' works will be showcased in the Annual Exhibition.

On completion of this level of the Advertising & Graphic Design Course, students will be competent to enter the global design fraternity and pursue rewarding careers in Advertising Agencies, Design Studios, Publishing houses, Corporate Branding MNCs, New Media, Web & Multimedia studios and TV Channels.

COURSE CONTENT

- Advance Typography Design
- Advertising Campaign
- Advertising TVC
- Editorial Design
- Animation
- Dissertation
- Portfolio Development
- Industrial Diploma Project (IDP) with Traineeship
- Copywriting (optional module) (students are pre- tested on their skills, to be credited the module)

YEAR 3

ADVANCED LEVEL I

Enable learners to develop their competencies to be employable.

Our Programme in Visual Communication is aimed at those who are interested in learning the fundamentals of Visual Communication and Advertising and take up careers in advertising, interactive multimedia, Web, television and visual branding.

Students will be familiarized with the historical, social, cultural, economic and ideological context of advertising and brands. They will learn to define and analyse brands and develop skills for research, comparative analysis, evaluation and presentation.

Students will explore and study visual elements and principles including spatial relationships, compositions in 2D visual dynamics and 3D dimensional spaces. They will also learn concepts of visual design, structure, analysis and refinement of visual aesthetics. They will be introduced to the fundamentals of colour theory and different media techniques including drawing, illustration, rendering, photography, animation, audio visuals and films.

In this programme learners are introduced to idea generation and lateral thinking techniques along with Marketing, product planning, and brand building. They also create advertisements in response to a creative brief. At the end of the programme students submit a project which demonstrates knowledge and skills acquired by them during the programme. On completion of this programme, learners will be able to analyse visual structures, elements of design and develop the ability to think laterally. They will acquire basic competencies in photography and be able to work on a brand and create print advertisements.

Students opting for the BA (Hons) shall follow the curriculum of the chosen university in the UK .

COURSE CONTENT

- Visual Principles and Systems
- Representational Techniques
- Idea Generation Techniques
- Photo Communication
- Product Planning and Marketing
- Corporate Identity
- Art Design & Society
- Advertising & Brand Development

ADVANCED LEVEL II

This program in Visual Communication is aimed at students who are interested in acquiring skills in visualization and web based designing. The Programme is supported by workshops, seminars and contemporary case studies. The curriculum includes Semantics, Corporate Identity and Brand Planning, Graphic Design and Advertising. Students will be given an historical overview of the development of advertising and brands, taking into account commercial and ideological factors. They will gain an understanding of social, economic and technological contexts for product planning and marketing.

They investigate a corporate brand strategy and learn to apply design skills to create a corporate brand manual. This program enables students to develop competencies in using software like Photoshop, InDesign, Illustrator and Flash for the print and electronic media.

On completion of this Visual Communication Course, learners will be able to conceptualize ideas and concepts and recognize semantics and semiotics. They would be able to ideate and visualize an advertising campaign and craft copy for print and online advertising. They will be able to create a user-centered multimedia design for an interactive website.

COURSE CONTENT

- Idea Generation and Innovation
- Semantics & Communication Theory
- Advertising Campaign (Visualization)
- Copywriting for Print
- Visual Identity
- Multimedia & Web Authoring
- Advance Typography Design
- Print Production
- Representational Techniques
- Applied Ergonomics
- Photo Communication
- Computer Application in Design
- Project (Brand Identity)

YEAR 4

PROFESSIONAL LEVEL I

Trains students for a Professional career .

WLCI's Visual Communication Program focuses on the application of design in the business environment. It includes self-directed independent learning and peer controlled activities. Students will learn to develop advertising strategies and create advertisements in response to industry briefs.

Students will learn to create web-driven and online advertising campaigns and to critically analyse and audit design communications of an organization and suggest design solutions from a business perspective. They will become conversant in Intellectual Property Law, Copyright Act and Patent Laws.

During the course, learners will be introduced to a variety of Animation Techniques used in multimedia and video. On completion of this programme, they will be competent to create advertising campaigns, TVC scripts and Strategies for cross cultural advertising. they would also be able to design an interactive website.

COURSE CONTENT

- Idea Generation & Creative Strategies
- Art Direction for Cross Cultural Design
- Copywriting for Television Commercials
- Designing Online Web Graphic Animation
- Photo Communication
- Indian Thought & Traditions
- Animation Techniques
- Corporate Identity
- Design Audit/Design Process and Strategies for Business
- Intellectual Property Law

PROFESSIONAL LEVEL II

The Professional Certificate in Visual Communication is directed at those students who want to gain professional skills and develop advanced visualization and thinking skills. During this programme, students will undertake 'live' projects, integrating theory and practice which support career prospects and further education. They are provided with a unique traineeship opportunity to work in the industry where they will gain experience in handling challenging projects in a competitive environment.

Students will undertake industry briefs in which they demonstrate their understanding of design and brand communication that match current industry trends. They will learn to work in cross-functional teams and develop creative proposals based on an understanding of the market and consumer requirements. This will be followed by creating storyboards, media treatments visuals and presenting highly- finished 'industry benchmarked' proposals for their campaigns. In the Self Negotiated Final Project (SNFP) students will present their ideas, research, and strategy and concept development relevant to the project. Students will learn to use 3DS Max, Web for internet advertising, e-business and interactive multimedia. They will also learn to create an animated sequence using animation software.

On completion of this Professional Certificate II in Visual Communication, learners would have developed competencies in Design Strategies, Corporate branding, New Media and 3DS Max software. They would have the ability to create a TVC and an individual portfolio. They will be able to pursue careers in Advertising, Graphic Design, Web and Multimedia, Copywriting, Corporate Image Planning and Brand Identity, Interactive Media, TV Film, Exhibition, Photography and Design Consultancy.

COURSE CONTENT

- Portfolio Development
- Self Negotiated Final Project (SNFP)
- New Media
- 3DS Max
- TVC Copywriting (Optional unit)
- Group Exhibition

PROGRAMMES FOR GRADUATES IN ADVERTISING & GRAPHIC DESIGN

The Professional Programmes in Visual Communication is offered for graduate students. This is a multidisciplinary program and lays emphasis on visual communication and design techniques. It focuses on design communication and integrates the creative and strategic processes. The programme provides students with a strong foundation in Visual Communication and equips you with skills required in the industry.

They will study Advertising, Visual Communication, Graphic Design , Web Interactive Multimedia, Film TV Channels, Exhibition & Retail Design, Print Publishing(Animation), Photography, Mobile E-Commerce and New Media. They will also acquire entrepreneurial skills and be conversant with professional studies, including intellectual property rights and ethics.

Throughout their studies students are encouraged to think creatively and develop innovative solutions. The programmes integrate new technology and design fundamentals to stimulate the development of critical judgment. On completion of this course, they will develop competencies in:

- Design Process
- Advertising & Ideation
- Design Trend & Strategies
- Branding Techniques
- Advanced Computer Application in Art and Design
- Animation & Interactive Media
- Photography
- Production Techniques
- Web Application
- Entrepreneurial Skills

During the programme, the students are given hands-on experience with:

- Unique Traineeship Programme
- Live Workshops
- Visits to industry Brand survey
- Art & Design Exhibitions
- Design Fairs, Trade Fairs

- Printing Press Visits
- Paper Manufacturing & Die- Cut Units
- Digital and Mobile Design Studios
- Pottery and Ceramic Industry Visits
- Block, Screen and Digital Printing Workshops
- Art Museum Tours
- Crafts Fair
- Live Workshops and Design Events, to give them the required competencies

Students would be taken through extensive interactive workshops conducted by industry experts and interact with highly qualified 'Faculty' who will hand-hold them through their entire creative process and also encourage, guide and groom them on various aspects of the Communication world.

LEVELS OFFERED

ADVANCED LEVEL (Eligibility – Graduation, Higher Level or Equivalent)

PROFESSIONAL LEVEL (Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Master's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

ADVANCED LEVEL I

Our Programme in Visual Communication is aimed at those who are interested in learning the fundamentals of Visual Communication and Advertising and take up careers in Advertising, Interactive multimedia, Web, television and visual branding.

Students will be familiarized with the historical, social, cultural, economic and ideological context of advertising and brands. They will learn to define and analyse brands and develop skills for research, comparative analysis, evaluation and presentation.

With our Professional Certification in Visual Communication, learners will explore and study visual elements and principles including spatial relationships, compositions in 2D visual dynamics and 3D dimensional spaces. They will also learn concepts of visual design, structure, analysis and refinement of visual aesthetics. They will be introduced to the fundamentals of colour theory and different media techniques including drawing, illustration, rendering, photography, animation, audio visuals and films.

With our professional certificate in visual communication and advertising, Students are introduced to idea generation and lateral thinking techniques along with Marketing, product planning, and brand building. They also create advertisements in response to a

creative brief. At the end of the programme students submit a project to demonstrate knowledge and skills acquired by them during the programme. On completion of this programme, they will be able to analyse visual structures, elements of design and develop the ability to think laterally. They will acquire basic competencies in photography and be able to work on a brand and create print advertisements.

COURSE CONTENT

- Visual Principles and Systems
- Representational Techniques
- Idea Generation Techniques
- Photo Communication
- Product Planning and Marketing
- Corporate Identity
- Art Design & Society
- Advertising & Brand Development
- Final Project

ADVANCED LEVEL II

This program in Visual Communication is aimed at students who are interested in acquiring skills in visualization and web based designing. The Programme is supported by workshops, seminars and contemporary case studies. The curriculum includes Semantics, Corporate Identity and Brand Planning, Graphic Design and Advertising.

Students will be given an historical overview of the development of advertising and brands, taking into account commercial and ideological factors. They will gain an understanding of social, economic and technological contexts for product planning and Marketing.

Students will investigate a corporate brand strategy and learn to apply design skills to create a corporate brand manual. This program enables them to develop competencies in using software like Photoshop, InDesign, Illustrator and Flash for the print and electronic media.

On completion of this Visual Communication Course, learners will be able to conceptualize ideas and concepts and recognize semantics and semiotics. They would be able to ideate and visualize an advertising campaign and craft copy for print and online advertising. They will be able to create a user-centered multimedia design for an interactive website.

COURSE CONTENT

- Idea Generation and Innovation
- Semantics & Communication Theory
- Advertising Campaign (Visualization)

- Copywriting for Print
- Visual Identity
- Multimedia & Web Authoring
- Advance Typography Design
- Print Production
- Representational Techniques
- Applied Ergonomics
- Photo Communication
- Computer Application in Design
- Project (Brand Identity)

YEAR 2

PROFESSIONAL LEVEL I

WLCI's Visual Communication Certificate Program focuses on the application of design in the business environment. It includes self-directed independent learning and peer controlled activities. Students will learn to develop advertising strategies and create advertisements in response to industry briefs.

They will learn to create web-driven and online advertising and to critically analyse and audit design communications of an organization and suggest design solutions from a business perspective. Students will become conversant in Intellectual Property Law, copyright act and patent laws.

In our Visual Communication Course, learners will be introduced to a variety of Animation Techniques used in multimedia and video. On completion of this programme, they will be competent to create advertising campaigns, TVC scripts and Strategies for cross cultural advertising. They would also be able to design an interactive website.

COURSE CONTENT

- Idea Generation & Creative Strategies
- Art Direction for Cross Cultural Design
- Copywriting for Television Commercials
- Designing Online Web Graphic Animation
- Photo Communication
- Indian Thought & Traditions
- Animation Techniques
- Corporate Identity
- Design Audit/Design Process and Strategies for Business
- Intellectual Property Law



PROFESSIONAL LEVEL II

The Professional Certificate in Visual Communication is directed at those students who want to gain professional skills and develop advanced visualization and thinking skills. During this programme, they will undertake 'live' projects, integrating theory and practice which support career prospects and further education. Students are provided with a unique traineeship opportunity to work in the industry where they gain experience in handling challenging projects in a competitive environment.

Students will undertake industry briefs in which you demonstrate your understanding of design and brand communication matching with current industry trends. They will learn to work in cross-functional teams and develop creative proposals based on an understanding of the Market and consumer requirements. This will be followed by creating storyboards, media treatments visuals and presenting highly- finished 'industry benchmarked' proposals for your campaigns. In the Self Negotiated Final Project (SNFP) students will present their ideas, research, and strategy and concept development relevant to the project. You will learn to use 3DS Max, Web for internet advertising, e-business and interactive multimedia. They will also learn to create an animated sequence using animation software.

On completion of Professional Certificate II in Visual Communication, you would have developed competencies in Design Strategies, Corporate branding, New Media and 3DS Max software. They would have the ability to create a TVC and an individual portfolio. Students will be able to pursue careers in Advertising, Graphic Design, Web and Multimedia, Copywriting, Corporate Image Planning and Brand Identity, Interactive Media, TV Film, Exhibition, Photography and Design Consultancy.

COURSE CONTENT

- Portfolio Development
- Self Negotiated Final Project (SNFP)
- New Media
- 3DS Max
- TVC Copywriting (Optional unit)
- Group Exhibition



THE WLCI SCHOOL OF MEDIA

Pre Foundation Programme – 4 Weeks

The Foundation programme is designed to meet the needs of students looking to make the transition to a professional at WLCI. Students will experience new challenges, develop their ideas and advance their skills with creative projects and practical techniques.

Students will experience a range of basic Media activities which will assess their strengths and confirm their aspirations and lead to a more specialized area of interest.

The programme will focus on building the base for future learning of the technology function in the subsequent years.

COURSE OBJECTIVES

- To provide an overview and orientation to the Media industry.
- To introduce the context and academic structure of the design and technology curriculum.
- To provide an enhanced environment for thinking, learning and gestation.
- To ensure a fundamental and common approach for Media industry in consonance with the emerging challenges and needs of the industry and the overall vision and goal of WLCI.
- To provide uniform basic knowledge and skill competencies generic to the disciplines of technology.

COURSE CONTENT

Our Course provides a firm grounding in understanding the world of Media. Students are exposed to different forms of Communication methods and related technologies. They learn the execution and operations of various media streams. Images are introduced through practical Photography and students are further exposed to the world of the digital image, with its different formats and capabilities of image enhancement.

Writing and reporting are key skills, with students undertaking basic journalistic tasks, including research, interviews and writing copy in different styles. They also learn the art of layout design and produce a tabloid newspaper, thus taking their first, sure step into the world of media. The course introduces media students to a range of audio equipment and recording techniques, where students learn about microphone and the art and craft of dealing with sound. They are also taught commercial production for radio, where they create their own radio spots.

Further grounding for the industry is obtained through modules on radio jockeying. They write their own radio anchor scripts, plan and produce a music programme in their own voice. Students are also introduced to the significance of audio in a movie, and various management and creative skills associated with movie production.

UNDERGRADUATE PROGRAMME IN MEDIA & MASS COMMUNICATION- 4 Years

WLCI's School of Media offers a comprehensive understanding of the Media Industry and equips them with the relevant professional skills. Our Media Programmes prepare the young learners with competencies to tackle challenges faced by professionals in different fields of media. The curriculum is carefully structured by eminent media professionals. The students learn through lectures, films screenings, workshops, studio-based demonstrations, computer-based exercises and practical exercises. We encourage them to experiment and innovate with different forms of communication and to express & explore their creativity to the fullest. Presentations and discussions, which help students gain confidence and develop presentation skills, form an essential part of WLCI's Media Programmes.

LEVELS OFFERED

- FOUNDATION LEVEL (Eligibility – 10+2 or equivalent)
- HIGHER LEVEL (Eligibility – Foundation Level or Equivalent)
- ADVANCE LEVEL (Eligibility – Graduation, Higher Level or Equivalent)
- PROFESSIONAL LEVEL (Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Bachelor's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

FOUNDATION LEVEL

First step towards becoming a Professional

The foundation level programme has been designed for undergraduates interested in acquiring basic skills of Media studies. Comprehensive knowledge in the field of Print Journalism, Photography, Newspaper page layout, Feature and Editorial writing, Media Research and Media Laws gears the learner towards a solid foundation for a successful future in the Media Industry.

FOUNDATION LEVEL 1

This Programme provides students with a comprehensive understanding of different forms of Media and the role and importance of Media in society. The programme is aimed at those students who are deeply interested in pursuing a career in the Print Media.

At the Foundation Level they will study communication theory and get introduced to different forms of Media. The programmes provide students with a firm foundation in Media Laws and informed understanding of the right to information.

As students progress through the programme, they develop different competencies requiring print journalism. Learners will develop key skills in researching, writing, interviewing, reporting and producing News stories, features, articles and editorials. They will also learn text editing and the art of page layout design to produce a news tabloid/magazine on page makeup software's like in-design and quark express.

FOUNDATION LEVEL II

The second level of the foundation Programme ensures developing your basic understating of current affairs at national & International level to develop ability to write feature articles. The programme also introduces Students to still photography. They will learn photo editing software's like Adobe Photoshop, required to process and enhance images. We train them in the Print Media Management studies and develop the basic understanding of space-selling and advertisements in the News Papers and Magazines.

On the completion of this programme, students would have developed competencies of critically understanding Indian Sate and Democratic Politics, writing in-depth Feature articles and editorials, Photojournalism and the functionality of Print Media Advertorials and management.

COURSE CONTENT

- Media Communication
- Page Design & Layout
- Media Research
- News Journalism for Print
- Media Laws & Ethics
- Media Organization
- Photography & Digital Imaging
- India State and Democratic politics - Current News Affairs
- Feature Writing for Newspapers and Magazines
- Print Media Management- Advertorials

YEAR 2

HIGHER LEVEL

Develops skills to perform entry level function

The Higher level programme at WLCI has an industry oriented curriculum. This ensures that the learner develops skills to perform entry level functions in the Media industry. During the course, students undergo rigorous training to develop skills required by the industry. Radio Magazine reporting, Audio techniques, Radio show making, Radio jockeying, News coverage for Broadcast Media, Camera Handling, Lighting Techniques, Video Editing and ON-AIR Promotions are some of the major areas in which technical and creative skills are developed. Industry traineeship enables students to apply and practice the acquired skills and gain industry experience.

HIGHER LEVEL I

The Higher level introduces students to a range of audio equipments and recording techniques, where students learn about microphones and the art and craft of dealing with sound. It focuses on radio production by developing your skills in audio mixing and sound editing techniques. Students are also taught commercial production for radio, where they create their own radio spots. Students learn Radio Jockeying and Radio programmes production techniques. This enables you to write your own Radio Anchor Scripts and produce a Music programme in your own voice.

HIGHER LEVEL II

The Programme introduces students to all aspects of Television/video programme production. It focuses on providing them with theoretical and practical knowledge of Television production techniques. They will learn to operate to professional video Cameras and non linear video editing equipments required to produce television programmes and video films.

Students will be introduced to essential equipments used in television and video production and be familiarized with the organized environment of shooting studios, sound recording studios and specialized editing machines though lecture demonstrations held in these facilities. They will also be taught basic lighting techniques for both indoor and outdoor locations

Students will learn to analyze factual and fiction editing conventions and apply these principles along with editing techniques to handle time and pace in creating visual sequences. They will also explore the creative options open to an editor.

COURSE CONTENT

- Audio Techniques
- Radio Magazine Programme Production
- Radio commercial Production
- Radio Jockeying
- Contextual studies for Creative Media Production
- Project design - Implementation and Evaluation I
- News Production for TV
- Camera and Lighting techniques for moving image production
- Non-linear Video Editing
- TV Promo Production
- Scripting for TV
- Work Experience in Media

YEAR 3

ADVANCED LEVEL

Enables learners to find a good job

This programme develops the advanced skills and enables the learner to enter the Media industry as a well trained creative mind. At this level the students begin developing advanced skills in core areas of Studio Production, Anchoring, Media research, Documentary film making and Scripting for News and Fiction. This level culminates into a fully realized News Reel & Documentary Film collection. On completion of this course, the learners are trained to find opportunities in the profession of their choice.

ADVANCED LEVEL - ACL I

The Programme introduces learners to all aspects of TV anchoring techniques. It focuses on providing you with theoretical and practical knowledge of Television Channel management and operations of all departments within the media house. At this level of the programme students are equipped to do actual research and TV Reporting leading for production of “News bulletin”. They are exposed to Studio production techniques in a fully professional studio.

Students study and decode the meaning of Audio Visual Media form, and how it influences the global audience. This course also provides introduction and training to students in writing their own scripts for fiction serials or short films. They develop their own shooting scripts with guidance from their faculty, and as a part of Media Project, they plan shoot and edit their own films.

Students who successfully complete this level learn the TV studio production, channel management techniques, news research analytics and broadcast bulletin production.

ADVANCED LEVEL - ACL II

The programme opens up the world of movie image to students. Further grounding on factual production is provided through an introduction to Documentary Film making, where they write, shoot, edit and create their own documentary. Students are also introduced to classical Cinema where reading a film is discussed with the actual viewing followed by discussion and guidance. They can be a successful film critic and review writer for different publication and or the electronic media. A variety of renowned Films by directors from all over the world is available in our library.

On completion of this programme, learners would have developed an informed understanding of media studies and Cinema. They would also have developed competencies in scripting fiction films, advanced editing techniques and producing a short fiction film

COURSE CONTENT

- TV Anchoring
- TV studio Production
- TV Media Management studies
- TV Research and analytics
- News Reel / show production
- Documentary Film production
- Advanced Video Editing
- Film Appreciation
- Script Writing for Films
- Fiction Production for moving image

YEAR 4

PROFESSIONAL LEVEL

Trains students to be a responsible Media professional

The professional programme of WLCI has been designed to the latest industry practices which are relevant to the needs of Media industry. It aims at imparting the essential professional and technical skills of the industry and focus on core specialization. The specialization areas include Event Management, Animation Techniques, Convergent Journalism, Television Advertising and Public Relations. With focus on specialization and competence development, the students enhance their professional skills to mature into ace creative professionals.

Professional Level I – PCL I

Students are introduced to the world of advertising and specifically to the art of producing television commercials. They will analyze and study audio-visual advertising techniques and produce a TV commercial. Students will be able to handle pre-production i.e. scripts, storyboards, identifying director, producer, camera operator, production schedule, required permission followed by the setting up and checking of equipment for the actual shooting. The post production will include editing with effects, graphics and sound dubbing etc. This ensures that learners can be an Ad filmmaker, assistant director and production controller in the advertising industry.

We also teach students the fundamentals of marketing and they will devise a communication strategy which envisages the use of a variety of media to market a product /service/social message. Students will study Public Relation and learn to identify marketing opportunities, organize press conferences, write publicity material and plan, document and organize events for private and public organizations. On completion of the programme, you would have competencies to develop a media plan and create an advertising campaign which envisages the use of the Print, Radio, Television and Web Media. In addition, you would be competent to organize corporate events and public relation activities. They will be competent to take up careers in public relations companies, in the film and media industry (including Radio & TV channels) production houses, event management companies and also in corporate communication division of business enterprises.

Professional Level I – PCL II

During this programme, we teach students basic animation techniques and you learn to ideate, script and create storyboards. They are equipped to plan and produce animation characters, sets and models to produce a short animation film.

This programme helps students develop critical and creative thinking skills to operate effectively in a web and new media environment.

They acquire skills in researching, strategizing and addressing issues. They learn web media planning and study convergent media management techniques.

During this programme students will work on integrated Project design in which they will conceptualize, plan and create a media strategy to spread awareness of a product/Service/idea using different media forms. On completion of this programme, students would have

developed competencies in researching, writing and reporting for the convergent media. They would be able to create short animated films, ad shots and promos for television. In addition to this, students would be competent to organize corporate events and public relation activities

COURSE CONTENT

- PR & Event Management
- Ad shot & TV Commercial
- Production Planning and Budgeting
- Post Production
- Convergent Journalism
- Animation Techniques
- Project Design - Implementation and Evaluation II
- Show reel Production

GRADUATE PROGRAMMES IN MEDIA & MASS COMMUNICATION- 2 Years

The programme offers a strong foundation in Media industry and gives the young learners an opportunity to study Media at an advanced level by examining a range of media issues, forms of communication and semiotics. Students also gain knowledge in Media Law & Ethics, Research, Journalistic Techniques, Media Marketing, and Public Relation & Event Management.

Pursuing a programme at WLCI's School of Media can open the doors for careers in a wide variety of field in the Media Industry. One has the choice to specialize in Print, Broadcast & Web Journalism, Radio Programming & Production, Television Production and Advertising.

LEVELS OFFERED

- ADVANCE LEVEL (Eligibility – Graduation, Higher Level or Equivalent)
- PROFESSIONAL LEVEL (Eligibility – Advanced Level or Equivalent)

Note: The course curriculum for the Master's Degree programme from Sharda University will be governed by the university guidelines.

YEAR 1

ADVANCED LEVEL

Enables learners to find a good job

This programme develops the advanced skills and enables the learner to enter the Media industry as a well trained creative mind. At this level the students begin developing advanced skills in core areas of

making and Scripting for News and Fiction. This level culminates into a fully realized News Reel & Documentary Film collection. On completion of this course, the learners are trained to find opportunities in the profession of their choice.

ADVANCED LEVEL I

The first level of the programme provides students with a comprehensive understanding of media industry. They will study prominent communication theories and analyze key issues and debates. They will learn Media research techniques skills to arrive at an informed understanding of issues. The programme grounds students in media ethics and provides a comprehensive understanding of media laws and practices.

The programme is aimed at those students who wish to acquire the professional skills in Journalism for the print media. It introduces you to the social, political and economic context in which journalism operates..

On completion of this programme they would have developed an informed understanding of News journalism and acquire competencies in writing responsibly for print media and would have acquired competencies to carry out research and interview based projects and write well researched news articles on political issues and related subjects.

ADVANCED LEVEL II

This programme focuses on providing you with knowledge and professional skills in broadcast Journalism. It is structured to give a thorough understanding of fundamental of the News Gathering and reporting and students will learn ethical principles required in the field. As they progress through the programme, students will develop the ability to shoot and edit your stories as well as on developing their skills in reporting and anchoring for Television. During the programme, students will also learn to write script and produce a short documentary film.

The programme also focuses on imparting training in television promotional production including shooting and editing.

On completion of this programme, students would have acquired the ability to script write and report News Stories for TV. They would be qualified to take up carrier opportunities in the broadcast Media.

COURSE CONTENT

- Media Communication
- Page Design & Layout

- Print Media Research
- News Journalism for Print
- Media Laws & Ethics
- Print Media Management studies
- TV News reporting & Anchoring
- Video Editing
- TV Promo Production
- Script Writing for TV
- Documentary Production

YEAR 2

PROFESSIONAL LEVEL

Trains you to be a Responsible Media Professionals

The professional programme of WLCI has been designed to the latest industry practices which are relevant to the needs of Media industry. It aims at imparting the essential professional and technical skills of the industry and focus on core specialization. The specialization areas include Event Management, Animation Techniques, Convergent Journalism, Television Advertising and Public Relations. With focus on specialization and competence development, the students enhance their professional skills to mature into ace creative professionals.

PROFESSIONAL LEVEL I

This programme focuses on introducing students to the world of advertising and specifically to the art of producing television commercials. They will analyze and study audio- visual advertising techniques and produce a TV commercial. They will study Public Relations and learn to identify marketing opportunities, organize press conferences write publicity material and plan, document and organize events for private and public organizations. On completion of this programme , students would have developed competencies in researching, writing and reporting for the web. They would be able to create short corporate films, ad-shots and promos for television. In addition to this, they would be competent to organize corporate events and public relation activities. Students study the language of film making and learn to script and produce short films. They will study the historical development of Cinema in various parts of the world and be acquainted with the language of cinema, cinematic theories and genres through a series of tutor – led screenings.

Over the past decade, the field of Advertising and Marketing Communication has undergone a complete transformation. The introduction of new communication technologies, marketing techniques and the reach of Media have revolutionized advertising techniques and have made a deep impact on consumer behavior. This field has become increasingly competitive and offers challenging and exciting job opportunities for you, particularly in the Media Industry

PROFESSIONAL LEVEL II

This programme provides students an understanding of theoretical perspectives in media, cultural studies, semiotics and the film medium. We teach advanced editing skills, motion graphics and compositing techniques which they use in editing your film.

The programme also aims at those of you who wish to acquire knowledge and skills in convergent media and animation. The programme provides learners with a theoretical foundation in these important forms of mass communication and imparts requisite skills in these areas.

During the programme, students will study how information is disseminated on the convergent media through webzines, web journals and blogs. They will gain experience in using new media tools and techniques to create an e- journal along with their colleagues. We teach students stop frame animation and they will learn to ideate script and create storyboards. They then plan and produce animation characters, sets and modules to produce a short animation film.



COURSE CONTENT

- PR & Event Management
- Ad shot & TV Commercial
- Production Planning and Budgeting
- Contextual studies
- Film Appreciation
- Convergent Journalism
- Animation Techniques
- Project Design - Implementation and Evaluation II
- Show reel Production
- Project design - Implementation



WLCI ALUMNI

WLCI takes great pride in its distinguished Alumni. Over the past 18 years we have successfully trained and placed more than 17,000 students in renowned corporations across the world. Our Alumni are successful and have made a mark in every organization that they have worked in.

The WLCI Creative School offers Alumni services to support students throughout their professional life. The relationship with the college does not end when the student graduates, in fact it becomes stronger through the Alumni Cell. This Cell is responsible for the continued career enhancement and progression of all WLCI Alumni. It also organizes ongoing educational support to our Alumni to keep them abreast with the latest developments in the Industry.

Leveraging network

The Alumni Cell provides students with a powerful platform to network with their seniors, which opens up a whole new world of career opportunities. Held every year, the Annual Alumni Meets are important networking events, which provide the Alumni an opportunity to share their experiences and successes among themselves as well as the alma mater. WLCI's revered Senior Alumni are an important link for the current students to the professional world. They are actively involved in WLCI's Professional Development process, and also act as Trainers, Mentors, and Coaches to guide the young learners in the right direction.

The Alumni Cell also maintains a Directory, which is an extremely useful tool to remain in touch with the seniors. The cell updates the directory on an annual basis to keep the students informed of the contact details and profiles of the WLC

School of Fashion Alumni

WLCI Fashion alumni are today successfully working in various sectors of the apparel industry. They are working at various levels as Brand Managers, Quality Controllers, Designers, Merchandisers, Production Managers, Marketing Heads and Entrepreneurs, etc., in reputed organization across the world.

The Alumni have designed for exclusive brands, blockbuster movies, apart from the work for the Ministry of Textiles, IIT Kanpur, YKK and Asmi. They have also won accolades for the costumes designed for ELLE PASSION, Lakme Fashion House – organized by Star One.

Alumni Achievement

Jenjum Gadi

WLCI extends splendid professional training. State-of-the-art curriculum kept me abreast of the latest happening in the fashion world. Faculties helped me a great deal to develop my creative acumen and taught me to showcase my hidden skills. Owing to the intensive training received at WLCI, I have been able to set up my own apparel shop named KOGA which offers designer clothing both for men and women. I extend my deepest gratitude to WLCI for turning me into a fashion designer from fashion enthusiast. My exquisite collections have been acclaimed and endorsed by leading fashion designers of the industry.

Jenjum has set up his own retail outlet “Jenjum Gadi” in Shahpur-Jat, New Delhi.

Brand/ Label: KOGA

Abhishek Chakraborty

I pursued PDFT course from WLCI College (2008 -2010) and pleasantly surprised to discover the opportunities as well as challenges Fashion Industry offers. Fashion designing extends plethora of career options like merchandising, buying, entrepreneurship & styling. I came across many ideas but my mentors helped me to figure it out. Above all, WLCI College provides the opportunity to work under veteran fashion designer which was my childhood dream. Presently, I am employed with JIMCC as senior faculty.

Priya Arora

Accomplished trainers at WLCI College helped me to get the hang of fashion designing with great finesse. Faculties are very supportive and don't hesitate to answer even trivial questions. Internship at India Today Group and Traineeship at Red Stone Creation further strengthened my skills. I worked with organizations like “Fashion and You” and “FabFurnish” & showed huge success there.

Presently I am employed with KUPIDDO as Director which specialize in manufacturing fashion handbags and accessories for ladies.

Diksha Thaper

I attribute my phenomenal success as an entrepreneur to WLCI. Trainers and mentors at WLCI assisted me to get the hang of contemporary practices in fashion industry. In fact, trainers have devised entirely new approach to teaching that focus more on students engagement. Presently, I own an apparel shop which specializes in manufacturing all types of outfits like sarees, lehngas, gowns etc.

Gaurav & Ritika

WLCI College helped us gain requisite expertise to pioneer our label Gaurav & Ritika. Foremost, the ambience that the college provides is panacea to learn new concepts. Professional trainers at WLCI strive hard to weed out professional incompetence in students. Presently we own an apparel shop named Gaurav & Ritika which specializes in creating distinct silhouettes.

Gaurav is a keen observer of contemporary practices in fashion designing and believes in turning anything outlandish into a master piece. He has founded his own retail outlet “Gaurav & Ritika” in Noida which is alive and kicking.

Brand/Label: Gaurav and Ritika

Nidhika Shekhar

I owe my success to WLCI College which provided me magnificent opportunity to harness my full potential. Fashion shows and events like YKK, Zippers, Quintessence, and All about Cotton sharpened my skills and due to which many awards and recognitions came to me including prestigious Triumph Inspiration award and award for best concept and most creative collection. Three years of rigorous training at WLCI empowered me to start my own apparel shop named NidhikaShekhar.

Worked with–Fashion Designer-MalliniRamani & Study by Janak.

Ponni.M.Nath

WLCI College helped me to kick start my career as a fashion designer. Fashion is my passion since childhood- WLCI has given me technical and moral support to develop my core ideas and requirement from its outmost base level to its best level. Internship at IKOS designs and traineeship at Fashion Factory beefed up my confidence level. Presently, I am working as designer at anderDesi under the able guidance of Manish tripathi (leading fashion designer).

Internship: Fashion Designer- AshishSoni, IKOS designs.

Rani Parasher

has completed advanced diploma in fashion technology (1999-2001) from WLCI College, New Delhi. Rani is now a fashion Guru and counts on introducing path- breaking concepts and new ideas in fashion designing. Presently she owns a retail outlet “OPUS” in Hauz Khas village, New Delhi.

Diksha Thapar

has completed PDFT (2008-2010) from WLCI College, New Delhi. She is adept in morphing mundane looking apparels into exquisite collections. Academically she has been a bright student and presented her collections in numerous fashion shows.and founded retail outlet “Diksha Thapar The styliste” in Rajouri Garden, New Delhi.

Pema Dolma

has pursued Advance Diploma in Fashion Technology (2010-2012) from WLCI College, New Delhi. She attributes her phenomenal success to well-rounded curriculum and rigorous training received at WLCI School of Fashion. She has founded her own retail outlet “Pem & Queth” in New Delhi.

Advertising and Graphic Design Alumni

Our Alumni are today pursuing successful careers in Advertising and Graphic Design, Media and Entertainment industry. They hold senior positions as Creative Directors, Art Directors, Design Heads, Animators, Illustrators, Project heads and Design Consultants in leading Advertising agencies, Design studios, Web, Interactive Multimedia studios and TV channels and MNCs in India, UK, USA and Australia.

The artworks of WLCI alumni have won awards in international competitions like Cannes, Archive, New York Festival, Art Directors Annual and Young Guns Award, to name just a few.

Alumni Achievements

Rohit Dhamija

Presently Creative Director at JWT Won the Young Lion's Creative Competition 2008 and represented India at Cannes, 2008. His work was selected for Cannes, New York Festival, Archive, One Show and Art Directors Annual Won the Delhi Advertising Club Award for the Best Advertising Campaign, Print in 2005. Rohit has also re-branded the Postal Department of the Government of India and worked on Project Arrow while he was at O&M Delhi as an Art Director. Rohit Dhamija, Winners of the 'Ad Age' Global Cover Contest designed the cover for Today's special edition of Brand Equity. Pepsi IPL - Limited Edition 250ml Cans Clio Awards Packaging

http://www.jwt.com/blog/the_work/ad-age-global-cover-contest/#sthash.8PUOniX7.dpuf,

http://www.jwt.com/blog/the_work/ad-age-global-cover-contest/

Nishi Kant

Chief Operating Officer (West and South) Web chutney Studio Pvt Ltd Executive Creative Director and Branch Head, Creative Director ranked as India's Number 1 Digital Agency, Webchutney is committed to leading the interactive marketing industry. He has won the Yahoo Big Idea Chair Awards. According to Nishi, he thinks his company works in symphonic collaboration with leading companies in India by developing award winning and memorable experiences for brands to connect, engage with and build sustained relationships with their consumers online.

<http://www.wlcidesign.in/nishi-kant-and-his-success-story-webchutney.php>,

Creative Director Art X Won the AAI Young Creative's Contest and represented India at Cannes, in 2007 while he was an Art Director with Mudra, Chennai

Kunel Gaur

Animal is a graphic design studio based in Delhi, led and founded by Kunel Gaur. The firm is born out of the desire to work across genres in visual art and graphic design, be it illustration, branding, websites, merchandise, awareness campaigns or posters. It is driven by the realization that there wasn't just one field but many that Kunel was pulled towards – "I wished to make films, illustrations, make that app idea come alive or open an ice-cream brand that's made from poop." He has earned his recognition on brands like Nokia, Airtel, Nestle, HBO, American Express, GSK, Ford, The Times of India, Hero Honda, Pepsi, Sony Bravia, Godfrey Phillips India, Pizza Hut, Carlsberg and Tuborg among others.

<http://www.desicreative.com/kunel-gaur-interview/>

- See more at: <http://kyoorius.com/2015/04/barsoom-animal#sthash.7ZqXrA9N.dpuf>

Sandeep Sehgal

AVP & Sr. Creative Director JWT, he is the winner of international and national awards, nominations at Spikeasia and Cannes etc

Amit Gupta

A founder Director of STORY (India), headed the business from 0 to 10 Crores now. STORY has been awarded the Best Event Management Company of the year award. Seasoned Marketing Professional with over 10 yrs of experience in providing marketing solutions to global brands Specialties, STORY Offers the following as end products, Marcom solutions BTL planning and executions, MICE solutions.

Minoo Tiwari

Creative Director Lowe Lintas won "CANNES" Global Mobile awards 2014

Media & Mass Communication Alumni

Our Alumni works have entered and won awards in National Film Festivals and Journalism .They hold senior positions as Assistant Directors, Associate Producers, Associate Programming Producers, and Chief Cinematographers in leading News Channels, Advertising Houses and Media Production Houses in India and abroad. We recognize that students today not only want high quality education but are also deeply concerned that it culminates in their getting a placement in the industry.

WLCI has built an extensive network with the industry and a large placement division to assist students with their traineeship and final placements. We have established Placement Cells in every campus of the College.The Placement cell regularly organizes seminars, pre-Placement talks and campus interviews apart from a variety of student-industry interaction.

Over the past decade more than 2,000 students from the Creative School have been successfully placed in the industry. You too can fulfill your dreams of a successful and rewarding future in the industry of your choice.”WLCI is truly a bridge to your future”.

Alumni RAUL BRADY - WLCI School of Media – FOUNDER - Godatu.Com, MD - Khurafati Nitin Pvt. Ltd.

Studying at WLCI School of Media Raul gained a holistic knowledge of the widely spread Media World. He worked forward and got the Craft and the Business of the Media together and launched his Company Godatu.Com that transforms dancers to professional choreographers. Raul feels grateful as WLCI gave him the foresight to understand both the creative and the business aspect of Media industry. Currently Raul Brady is also managing Khurafati Nitin Pvt. Ltd. as well.

Alumni VARSHA K. WLCI School of Media – National Reporter – Citizen Matters

Varsha K. student WLCI Media School 2014 batch. She had a deep inclination towards Journalism. She is grateful to WLCI as it gave her the expertise training and freedom to report stories practically. During her course she covered News stories at the state and National level. She completed her internship with THE INDIAN EPRESS and now she is working successfully as a National Reporter with Citizen Matters (news portal).

Jaivendra Kumar Jain was never as confident of being able to make it in Media until he entered WLCI. He was unaware of the fine EDITING EYE he had. WLCI School of Media, that helped him learn, sharpen and excel the art of Video Editing. He is grateful to the faculties and college for his success. He had joined Skillizen as a trainee and later was absorbed as a full time professional. In a matter of three years he rose to the position of Editing Head at Skillizen India.

Alumni Avinash Biju WLCI School of Media – Manager Event Management- Pavilion interiors

Avinash was an undergraduate Media student at WLCI. WLCI helped him find his profession of interest in Event management. He is now working as a manager at Pavilion interiors as An Event Manager and is actively involved in organizing events in India and abroad.

Alumni NIKUNJ NIKHIL WLCI School of Media – Editor – France 24

Nikunj had a passion for Camera. He mastered learning photography and eventually digitizing his clicked images. Moving on to video editing software he started playing with the moving images and creating his world . Completing traineeship at a French Newswire company France 24 , he is now working successfully as a freelance Photographer.

Alumni Sahil Raheja WLCI School of Media – Content writer – MacCan Erickson

Joining WLCI after completing class XII, he learnt about all the sub professions of Media. Communicating via the visual frames became his hobby and he started expressing his thoughts through words . He completed his internship at “Stance Production Delhi” “SkillzenPvt ltd “ and IT Chimes. Sahil is currently working at McCann Erickson as a scriptwriter.

Alumni Siddhartha Behl WLCI School of Media – Content writer – DIMENSION I Pvt Ltd.

WLCI’s focus on developing creative writing skills helped Siddhartha develop strong thought personification and ideation ability. Siddhartha is working as a content writer for the web media at “dimension I”.

Alumni Naresh K. WLCI School of Media

He completed my engineering and decided to choose advanced studies in Visual communication. The PG Programme in Media studies trained him in Video Camera Handling techniques. With regular practice he learnt the advanced Cinematography. Naresh is working as a Advertising manager and chief cinematographer with Kalyani adds - Hyderabad.

Alumni Vijaylaxmi Singh WLCI School of Media – Associate Producer – Balaji Tele-films

Vijaylaxmi was a shy student in her beginning years at WLCI Media School. She learnt the intricate techniques of Television production and derived interest in Television programming. Attracted towards TV fiction Industry she joined Balaji Tele-films as Associate Programme producer.

Alumni UDIT BHATIA WLCI School of Media – Sound Editor - Mahatta Media Solution

Udit joined the undergraduate Media Production programme at WLCI. With the help of expert training and mentoring he was able to identify his impact-full and versatile voice and decided to make the audio industry his forte. He completed his internship at News express as a intern Sound Editor and then joined Mahatta Media Solution as a Sound editor. Currently Udit is working for NEWS X” as an associate News Producer.



OUR FACULTY

At WLCI, we understand that a strong faculty forms the backbone of the educational experience. The students are taught by highly – qualified faculties who have achieved professional success in the industry, in their respective areas of specialization. This ensures that the students have a dual advantage of being taught not just by academicians but also by industry professionals.

Our faculties, both permanent and visiting, are renowned professionals who are widely respected in their fields. They bring both theoretical knowledge and professional expertise into the classroom, to provide students with a unique educational experience. This also ensures that classroom teaching merges seamlessly with the skills required at the workplace.

The students are also taught by a number of guest faculties who are senior professionals from various sectors. The faculties are passionately interested in nurturing the students and also work closely with the industry to constantly upgrade the curriculum. They ensure that the students are kept abreast with the latest developments in the industry and acquire cutting edge knowledge about their field of interest.

Our faculty is friendly, accessible and responsive to the needs of the students and believes in helping them discover their creativity, talent and individual style. It is no wonder that the students of WLCI are regarded as assets by organisations they work in and this is because our faculties carefully nurture them to become productive employees who contribute to the industry from the very first day of their jobs.

Let us introduce you to some of our most experienced and qualified mentors and trainers who will guide and train you at WLCI.

<http://www.wlci.in/training-schools/delhi-campus-trainers.aspx>

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PROFESSIONALS

ACADEMIC INFRASTRUCTURE

WLCI campuses have a wide range of facilities and resources which support students throughout their academic career at the College. They are designed to meet the requirements of the specialist academic and professional programmes. These are reviewed and maintained regularly in order to ensure that students have full access to all the facilities.

Classrooms

- i. Spacious classrooms which are air-conditioned, well-lit, and equipped with white board and A/V aids like laptop and LCD Projectors.
- ii. In addition, all classrooms have Wi-Fi and internet to facilitate the teaching-learning process.
- iii. Provision to have similar set-up is in place as we progress in student numbers.

Computer Lab:

- i. Apart from the above resources, we also have a state of the art Computer Lab with high-speed internet connection for the free access of students / learners during the designated hours.
- ii. Students are provided technical support in form of Adobe in design, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Fontlab, Aftereffect, Corel draw, Flash, Dreamweaver, 3D Max.
- iii. Students may use the Computer Lab under the guidance of the concerned faculty or lab assistants.

Library

- i. The College library service provides resources and facilities for study, research, self-improvement through books, published materials and the electronic media.
- ii. The Campus library is equipped with a range of books written by Indian and international authors. The library also subscribes to various Indian and foreign journals and magazines.
- iii. Additional resources would be added as per specific needs.
- iv. Students are issued with Library Cards which gives them access to the library and its resources. Students are required to take good care of the books that they borrow and to return them by the due date.
- iv. In addition to this, there is requisite infrastructure for practical

delivery of Fashion and Design classes which includes Production Lab, Patternmaking Lab and Design Studio.

Fashion Lab

- i. The WLCI Fashion School has dedicated labs for Pattern Making and Production, equipped with custom-made tables, imported industrial sewing machines and a variety of other professional garment manufacturing equipment.
- ii. The Fashion Lab involves activities using machines for draping and construction as well as using the steam iron.
- iii. WLCI faculty, together with specialized technicians also train and guide students to create their own collections, which are showcased in events such as the WLCI Fashion Show.

Design Studio

The Design school has dedicated labs with custom made tables and teaching aids for professional development and learning

- i. WLCI Design Labs provide students access to computers equipped with the relevant applications. Students are also taught the required Design Softwares. The Design labs also give students an opportunity to acquire skills in digital painting and animation and teach them how to use professional digital still and video cameras.
- ii. WLCI Design faculty and specialised technical staff mentor and guide the students to create innovative design and communication outcomes which are showcased during the WLCI Design Exhibition

Media Lab

The Media Labs are equipped with digital video recording and editing equipment and photography equipment that are used in the Media industry. Students have an easy access to the equipment throughout the programme. They are provided with hands on experience in using professional equipment and learn to create a variety of media products.



Cafeteria:

In most of the WLCI campuses, there is a cafeteria which provides students and staff snacks / lunch within the premises. It also helps the students and staff to interact informally. In order to ensure health and safety of the students, proper hygiene and sanitation check is carried out on regular basis. The rate list of items in the canteen is regularly reviewed by the administration head and updated accordingly.



Parking Facilities:

The campus has provision for adequate parking for students and staff separately for two-wheelers and four-wheelers. The guards in the respective campuses are responsible for the proper parking and safety of vehicles.

Medical Facilities:

The first-aid-box with requisite medicines and dressings are available at all the campuses. In addition, contact details of nearby hospitals are kept at the reception as well as with the admin department.



Hostel Facilities:

WLCI facilitates residential accommodation for the students in all its campuses. The hostel facilities provide twin sharing rooms, recreation facilities like television, indoor games, doctor on call and professional security.

TRAINEESHIP SYSTEM

The Traineeship is a platform that provides the students with a practical, work-based learning opportunity in the real work environment. The students undergo skills related training by being placed as Trainee with one of the partner organizations. They attend classes in the first half of the day and work as trainees during the second half, and get paid a stipend for this. Working as trainees ensures that the students acquire hands on skills in their respective specializations. They also get to understand the requirements of an actual work environment, which is fairly different from a classroom. It helps build the right attitude in students to work as part of a team.

The students are assessed and graded on their performance as 'Trainees' and these grades are considered while framing the overall grades of students at the Level.

Eligibility

Both the undergraduate and graduate students are eligible for traineeship during their final year of their course.

They are required to prepare/create a Portfolio of their work. The portfolio is evaluated by the concerned faculty and based on the quality of the portfolio and the grades, the student is considered for traineeship placement.

Consent Form

Each student is required to sign the Consent Form before appearing for an interview. The Consent Form is enclosed.

In case a student gets selected and does not join thereafter, or leave anytime during the period of traineeship, he/she will not be given another chance for traineeship till all other 'Certified' students of the batch are given at least one interview chance. Besides that, such students will also be liable to pay WLCI a sum of Rs.10,000/- (Rupees Ten thousand Only) as compensation for expenses and effort incurred in getting him/her the traineeship.

Mentoring and Review of Performance of Students on Traineeship

The Faculties are regularly in touch with the supervisors at the workplace to get quantitative and qualitative assessment of the

performance of each student. Once in a semester, the faculty visits the Company to obtain a Traineeship Performance Report on students' performance. Based on this assessment the students is graded on his / her performance. The weight-age of Traineeship Grading is counted towards overall grade for each module.

The Traineeship Performance Report is based on assessment of functional competence, skills and attitude which are essential for effective and result oriented traineeship in an organisation. The primary objective of the performance report is to obtain assessment inputs of the student- trainee from his/her supervisor at the workplace along with the detailed feedback. Based on the Supervisor's assessment and feedback, the nominated Mentor prepares an 'Action Plan', which helps the student to overcome the identified shortcomings and work on the future growth.

Method of Assessment.

The Performance Report is divided into three parts as follows:

- i. Parameters Based Assessment: The performance report is required to be filled up by the supervisor of the student trainee. In order to ensure that the assessment endorsement is done by the Supervisor in a professional manner, it is the responsibility of the nominated Mentor to visit the organisation, where the student is undergoing the traineeship training and to explain the concept and procedure of evaluation of students' performance during the traineeship as per various parameters, given in the Assessment Form. The grading system and the criteria i.e. Pass, Merit, Distinction and Refer is explained to the Supervisor along with the importance of feedback to support the grading awarded against various parameters.

TRAINEESHIP SYSTEM

- ii. Areas of Improvement: Based on the feedback of the Supervisor, the areas of improvement are identified and the student is required to work on them on priority.
- iii. Action Plan with Target Date: The mentor discusses the feedback in detail with the student and helps in preparing a road-map that enables the student to take remedial actions for further improvement in a time bound manner. Hence, the target date for completing the requisite actions is essential so that these are addressed within the stipulated time frame and monitored accordingly.
Students not on Traineeship for any reason whatsoever are assigned an 'INDUSTRY PROJECT'. They are graded on the written 'Industry Project Report' and on the presentation & viva voce on the same.

Students who obtain Traineeship in their Family owned concerns are also graded on the basis of a 'Project Report' as above.



CUTTING EDGE CAMPS

The WLCI follows a unique Professional Development Process which aims at producing professionals who will prove to be Achiever in their professional career. In pursuant to this aim, our endeavour is to develop Competence, Focus and Energy in the students, which will enable them to be result oriented and successful in the corporate environment. In keeping with this unique model, the Cutting Edge camps will be conducted at two levels to further enhance students' focus and energy so that they identify their Life, Career and Learning goals and create a realistic and practical road map for their goal achievement, thus creating a 'win – win' situation both for the employers and the students.

BROAD STRUCTURE OF THE CAMP

The program is conducted as a residential camp and the administrative/logistic details are covered in succeeding paragraphs.

VENUE

Residential accommodation for 30 students (boys and girls) has been created at WLC College, 160 B, Sainik Farms, Near Khanpur, New Delhi-62. The stay arrangements are separate for boys and girls. A 24-hour warden is in place to assist the students.

DURATION

The duration of the camp is for four days and the students are required to reach the camp location an evening prior and depart the next day (forenoon), on completion of the camp. Students are permitted to report for camp only one day before the commencement of the camp. Accommodation is provided strictly for the duration of the camp.

STRENGTH AND COMPOSITION

Each camp has strength of 30 students. For the students undergoing traineeship program, the campuses are to approach respective companies to spare the students, given the value addition that this camp will give to the trainees. The Campus Directors will ensure that the Head Office is informed well in advance (at least two weeks before), the strength of Boys and Girls attending the camp.

ARRANGEMENTS FOR MEALS

The meals are provided/catered for by WLC at a nominal cost and charged from the students. Students have the option of using the

Canteen facilities, in case they so prefer, which is charged based on the Canteen rates. Due to security reasons and the issues of health and hygiene, no student is permitted to go out of the campus to have meals.

BOARDING AND LODGING

Arrangements for stay is organized by the Head Office and no charges are levied on the students.

TRAVEL

Respective campuses are responsible for organizing travel up to Delhi. The entire batch will move in a group and reservations for travel organized centrally by respective campuses. All aspects of safety, security and health & hygiene is given due attention and ensured at all costs. The cost of travel has to be borne by the students.

CLIMATE

Delhi experiences following climatic conditions during the year. Students are expected to be kitted according to the prevalent climatic conditions during their stay at Delhi and en-route:-

- (a) Winters – (October to February) – woolen clothing.
- (b) Summers – (March to September) – summer clothing

Miscellaneous Points

Things to be brought by each Student

- Toiletries (tooth paste & brush, bathing & washing soaps, shaving kit, comb etc).
- Towel.
- Personal medicines (as required with written prescription from doctor).
- Students are required to carry sufficient quantity of clothes for five days. As general guideline following set of clothes can be carried by each student:-

CUTTING EDGE CAMPS

- 1 Formals – 4 pairs.
- 2 Casuals – 2 pairs.
- 3 Tracksuit – 1 (mandatory).
- 4 Sports Shoes – 1 pair (mandatory).
- 5 Night suits.

- One item each by a student to pursue his interest/hobby (eg any musical instrument etc).

Things NOT to be brought by Students

- Alcohol, Cigarettes & Tobacco.
- Costly Accessories (chains, rings etc)
- Inflammable materials.

Note:- WLC India will not be responsible for any loss or theft in the camp. Students may, therefore, be suitably directed to not to carry attractive/costly items.

DISCIPLINE

- Consumption of alcohol, controlled substances and smoking is strictly prohibited during the camp and travel. A strict disciplinary action will be initiated against the defaulters.
- Damage to the campus property will not be accepted and will invite penal deductions from the entire batch.
- Lights out timing of 2200 hrs will be strictly observed.
- Unruly behavior and misconduct with fellow students and the faculty will not be accepted and strict disciplinary action initiated against the defaulters.
- Girls and boys are forbidden to enter each other's dormitory.
- Parents/relatives of student are not allowed to visit the camp.
- Proper discipline will be maintained by all during the move from the respective campus location to Delhi and back.

INSTRUCTIONS FOR FACULTY

One faculty member from campus sending large strength of students will accompany the students and will be responsible for all aspects of safety, security and discipline en-route. The expenditure on the faculty related to travel and boarding/lodging will be borne by WLC. This has to be planned and to be approved in advance from HO.

Campus Events

At WLCI we believe in providing holistic education to students. Apart from academics and professional training, we support the overall development of every student. There is a three-fold aim of holding events at WLCI Campuses:

- To provide occasion for showcasing the achievements of WLCI students to others.
- To provide a platform for interaction between Industry, alumni and students (both from WLCI and from other institutions).
- To train students on critical skills and attitudes by providing them an opportunity to plan and organize actual events, thereby adding to their confidence. In the process, they learn critical skills and attitudes that cannot be taught in a classroom.

Students are also graded on their skills and attitudes, based on their involvement in events. The Faculty, HODs and Campus Directors gauge the key skills and attitudes of students (e.g., positive / negative attitude, integrity, communication & personality skills, personal effectiveness & enrolment, perseverance, time & resource management, conflict management & negotiation skills, etc.) Based on the observations, through the 'coaching' process, they remind, counsel and mentor the students on their skills and attitudes and help them progress to higher levels in these.

Methodology:

With this as the guiding parameter, each student at every Campus is involved in the planning and conduct of at least one event during each Level. All students are graded on their skills and attitudes, based on their performance during the designated event.

Types of Events:

Fashion Show & Design Exhibitions: (once a year, in designated Campuses)

- i. These events showcase the talent of WLCI students.
- ii. These are held at designated Campuses, where these streams are being run. The schedule shall be issued as part of the Annual Campus Events Calendar.
- iii. At Campuses where more than one of the Creative Streams is being run, these events may be combined into a single Creative Exhibition, with a Fashion Show, Media and Design Exhibitions as applicable.

iv. Sponsorships in cash and kind shall again be obtained from industry for holding these events.

b. Freshers' Party: (once a year, in designated Campuses)

- i. This event is held to welcome new students to WLCI.
- ii. Depending on whether new batches start once / twice in a year, there shall be 1/2 Freshers' Parties at each Campus in a year.
- iii. The event, like in any other institution, is sponsored by older batch students. Faculty members also contribute for the same (voluntary).

c. Parents Meet: (Once a quarter) :

This is organized by each WLCI campus to enable parents to interact with the staff and share their experiences and views.

d. Participation in External Events: This is for participation in the Campus Festivals of other institutes/Colleges, like the NIFT, NID, IIMC etc.

- i. Students for participation in these events are selected with care.
- ii. The aim is to make a mark as representatives of WLCI, at the institution which the students visit and to win the events in which they participate.

e. Alumni Meet: (once a year, in designated Campuses)

- i. This event is held to re-connect with the WLCI Alumni on a periodic basis.
- ii. Apart from the above, there is another aim for holding this event:
 1. To obtain assistance from ex-WLCI students in activities like Traineeship and Placements, Guest Lectures, Faculty Hiring etc.
 2. To involve Alumni in Student Mentoring,
- iii. In this event, former students of the Campus are invited.
- iv. The event includes an address by the Campus Director and Chairman (if applicable), recognition to outstanding alumni, followed by a Dinner/Cocktail Party.

Campus Events

f. Convocation: (once a year, in designated Campuses)

- i. Convocation is a ceremony at which Diplomas and Certificates are publicly presented to students.
- ii. At times this event is combined with other events and held as the last day of that event.

g. Industry visits/Educational Trips

- i. Students are taken to visit industries to expose them to their future work environment.
- ii. Industry visits are preferably organized locally and does not involve an overnight stay.
- iii. The participating students are expected to submit a report on the Industry visit to the concerned faculty and also make a presentation.



E-WLCI - WEB PORTAL

1. WLCI believes in using the latest technologies to deliver education to students. In addition to classroom sessions, students are provided access to an online portal, e-WLCI. The portal supplements classroom learning by providing students with pre-study material, hosted materials and references for all the modules that they study.
2. Students are provided with individual passwords through which they can log on to the e-WLCI portal.
3. For the Creative programs, the Assignments and Projects are prepared, submitted and evaluated on the hard copy. However the other assessments including Traineeship, Skills & Attitude and coaching of creative students are uploaded on the e-WLCI. The details of assessments uploaded on e-WLCI are given below:

For Creative Programmes

Fashion Technology (BA/HND/ADFT),
Graphic Design(BA, HND, ADAGD), Media
& Mass Communication (BA, HND, ADMC),
Professional Diploma in Fashion Technolo-
gy/Visual Communication and Mass Commu-
nication) (PDFT/PDVC/PDMC)

Traineeship Assessment

Skills & Attitude Assessment

Coaching



4. WLCI also conducts a variety of tests online, including knowledge, skills and attitude tests. The scores for these are made available to students on the portal by their Faculty.
5. The portal also allows students to build their network amongst fellow students as well as directly interact with the alumni of WLCI.
6. The URL of the e-WLCI portal is

<http://www.ewlci.org>

Placement

At WLCI we recognize that students not only want high quality education but are deeply concerned that it results in their getting placement in the industry. Keeping this in mind, we have built an extensive network with the industry and a large Placement Division to assist students with their traineeship and final placements.

There are Placement Cells in every campus of the college that assists students to find appropriate traineeship, leading to full time employment in the industry. The Cell regularly organizes seminars, pre placement talks, student-industry interactions and campus interviews. The students are also provided individual counseling for better career planning.

WLCI Corporate Connect

The WLCI Corporate Connect aims to work with some of the best employers in the Fashion, Advertising, Graphic Design Media Industry with an objective of redefining professional education to make it more relevant to the requirements of employers and rewarding for the students. To empower the students with the required knowledge and skills, our course content has been developed in close collaboration with some of the renowned professionals of the industry. The Corporate Connect team comprises of eminent professionals who are working at the cutting edge in their respective domains. They also represent organizations which are some of the largest recruiters in the industry.

WLCI Corporate team periodically interacts with the experts from the Industry across the country. Our industry affiliations support our internship and traineeship programme and in the final recruitment process. Our students have been successfully working with News Channels, Production Houses, Advertising Houses, Film Industry, Web compaines etc.

Placement: WLCI School of Fashion Technology:

<ul style="list-style-type: none"> • Artisan • Fab India • Oscar de la Renta (Paris) • Pantaloons • Weekender • Turtle Garments. • Tommy Hillfiger. • Arvind Mills • United Colours of Benetton • Raymonds • Weavers Studio • KIMAYA • Globus 	<ul style="list-style-type: none"> • Killer Jeans • Bhartiya International • Orient Craft Pvt. Ltd • Shahi Exports Pvt. Ltd • Shamken Cotsyn Ltd. • Vogue International FZE • Rohit Bal • Sabyasachi Mukherjee • Suneet Varma • TarunTahiliani • JJ Vallaya • VarunBahl • Raghuvendra Rathore 	<ul style="list-style-type: none"> • Satya Paul • Aki Narula • Ashish Soni • Neeta Lulla • Anita Dongare • Salim Asgerally • Riyaz Gangji • Babita Malkani • Payal Singhal • LeenaTipnis • VikramBawa • Falguni Shane Peacock
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Placement: WLCI School of Advertising & Graphic Design

<ul style="list-style-type: none"> • Ogilvy and Mather • Mudra Communications • McCann Ericsson • Rediffusion DY&R • Leo Burnett India • FCB-Ulka Advertising • Lintas India • Leo Burnett • Lowe Lintas India • JWT (James Walter Thompson) • Everest Integrated • Publics Advertising • Hidedesign Studio • RK Swamy BBDO • Euro RSG 	<ul style="list-style-type: none"> • Accenture UK • Grey Worldwide • Contract Advertising • Dentsu • NDTV - Good times • NDTV 24x7 • Titan Studio • Web Chutney • Green Goose Design Studios • Oxygen advertising • Ernst & Young • ZEE News • Outlook • Sapient Nitro • Adobe 	<ul style="list-style-type: none"> • Sahara • Sapientnitro • Zomato • CreativeGaGa • IBM • CS Direkt • Tata Consultancy Services • Flip Kart • Hindustan Times • Times of India • Maya Entertainment • Myantra.com • Radio Mirchi • Deloitte Consulting • Black Pencil (Leo Burnett)
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Placement: WLCI School of Media & Mass Communication

<ul style="list-style-type: none"> • The Times of India • The Third Dimension • RednDot Productions • India Express • India Today • CNN IBN • Dhrama Productions • Red Chillies Entertainment • Viacom 18 • NDTV 24X7 • BBC Network • AL Jazera Network 	<ul style="list-style-type: none"> • Zee TV • Star News • Times Now • Doordarshan • EPS films • Headlines Today • Make My Trip • The Hindustan Times • Rajashri Productions • The Hindu • Wilderness Film • Balaji Telefilms 	<ul style="list-style-type: none"> • FTV • Pablo Barthalomew • Aaj Tak • Contarct Advertising • Landmark- Dubai • McCann Erikckson • NDTV Goodtimes • Rakesh Omaprakash Mehra • Zoom TVTV-18Group • 9xTV Channel • ANI Reuters • CNN-IBN
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