

IEC SCHOOL OF ART & FASHION



INFORMATION BROCHURE



IEC University

IEC University, established under THE IEC (INDIA EDUCATION CENTRE) UNIVERSITY (ESTABLISHMENT AND REGULATION) ACT, 2012 is a venture of already well-established IEC Group of Institutions spread over 100 acres of land in Northern India. We are based in Baddi, an industrial town in Himachal Pradesh, located around 32 Kms from Chandigarh. Our 14.5 acres of sprawling campus situated against the backdrop of beautiful Shivalik Mountains offers a safe and attractive environment to study with the best quality resources and facilities. Our University aims to deliver multi-disciplinary world class education through effective and efficient processes so as to make it accessible to all sections of society. Ours is a vibrant, multicultural, multiethnic campus promoting a culturally pluralistic environment.

From the Dean's desk

If your ordinary surroundings inspire you to conjure up images of something extraordinary and your fingers want to work magically to give that idea a shape, you have come to the right place. This is a place where we breathe art & fashion. From the entry door to every nook & corner of our Fashion Department, you will find images breathing the very spirit of trends in Art & Fashion. Here, we combine your inherent talent with skills to give your creativity a tangible form. So what are you waiting for? Unleash your creativity and paint the world with colors, forms and style. Our course curriculum has been designed to extract the best out of you and our experts will polish your raw imagination into finished piece of work. So, come and let's together weave magic.

All the Best!

Dean, School of Art & Fashion

INDIAN FASHION INDUSTRY

Abundant availability of raw material and its rich tradition and culture are the keys of Indian Fashion Industry. In the past few years, Indian fashion has evolved significantly. Fashion is not something new to India but it's deeply entrenched and very much a part of Indian culture, which is rich and diverse. People belonging to different traditions live here and have their own unique way of dressing up. This richness & diversity gives Indian designers abundant options to experiment with. They tweak these various trends in the most innovative ways and give them an Indo-Western touch. With time the dressing sense has evolved a lot and become more cosmopolitan than region specific. Indian fashion industry has come at par with international standards. It has become one of the most happening and revenue generating industry of India. Indian designers are now well-known in international fashion world and have made their own identity by their powerful and enchanting designs. The people now like to dress in style which is accepted globally. Dressing has become one of the important aspects of one's identity and personality. Accessories such as bindis are being worn by the celebrities like Gwen Stephani, Madonna, Miley Cyrus, Kerry Perry and Jessica Simpson. Traditional embroideries and fabrics of India have been used extensively in the collection of international designers. The shows of Fendi, Dries Van Noten, Armani, Miyake etc., all draw inspirations from the interesting Indian culture.

India's two huge fashion house gatherings, 'Lakme India Fashion Week' and 'Wills Lifestyle India Fashion Week' host fashion weeks every season. Young and budding designers are given opportunities to showcase their talents in these events. This influence has brought Indian fashion on the international map.





SOME INTERESTING FACTS

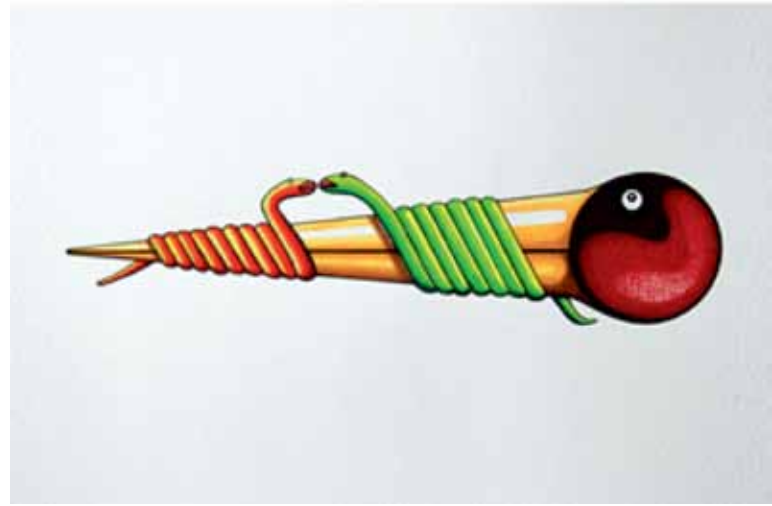
- India is the 3rd largest producer of cotton
- The 2nd largest producer of silk
- The 5th largest producer of man-made fibers
- Fashion industry is one of the most revenue generating industry of India

Some of the leading names in the Indian Fashion Industry recognized internationally are SABYSACHI, MANISH MALHOTRA, WENDELL RODRICKS, ABUJANI AND SANDEEP KHOSLA, TARUN TAHILIANI, RITU KUMAR, RITY BERI, JJVALAYA, RINA DHAKA, MANIS HARORA, ROHIT BAL, NEETA LULLA AND MORE.



SCHOOL OF ART & FASHION

School of Art & Fashion seeks to prepare well-educated and highly skilled design professionals in the field of fashion and art. It offers an under graduate course in Fashion Designing and has state-of-the-art labs and facilities. The School imparts fashion education that is industry specific and has got the curriculum designed in collaboration with the leading Indian designers. It frequently organizes guest lectures by famous names in the field of fashion and also makes students learn the actual working skills through visits to retailers, fashion houses, factories and wholesalers. The program prepares students to pursue careers as Designers, Freelance Design Consultants, Stylists, Forecasting and Fashion Trends Forum Organisers, Costume Designers, Illustrators and Entrepreneurs. The School plans to start the courses in Fine Arts from the next academic year. We equip you to design the future of Fashion.



WHY US?

- Career-oriented and reality-based Fashion Design program
- Use of latest state-of-the-industry software and technologies in our Fashion Design Labs
- Close ties with the leading names and fashion houses in the field
- Regular Interaction with eminent fashion Designers in the form of guest lectures, visit to fashion houses, factories etc.
- Rigorous practical training





Considering a career in fashion?

Do colors, cuts, designs, fabric interest you? Do you love to experiment with your clothing? Are you a diehard fashionista? If yes, then nothing will be more exciting for you than a career in fashion designing.

The word fashion immediately brings into mind images of glitz and glamour. It is one of the most lucrative and glamorous careers today. Fashion Designing is an art of creating clothing and other lifestyle accessories. It takes creativity and an artistic bent of mind to excel in this field. You should be good at drawing and be able to express your ideas through sketches. You should also have a good visual imagination and special skills for combining colors, tones and shades.

Just as fashion is an ever evolving field, we keep updating our program curriculum. Our close ties with the industry let our students to be in sync with what is new in this fast-changing field. Our finest faculty and the guest speakers from the world of fashion help in nurturing our students' creativity while providing them a rigorous grounding in the practical & training skills needed for career success, exposing them to the real demands and practices of the fashion world.

During the course, the students will learn the fundamentals of professional draping, pattern making, and sewing techniques. You will get to work on Computer aided design software and will learn how to take a design from concept to finished garment. The program will not only help you to become a designer with your own creative vision but also transform you into a professional who will earn a name in this challenging & competitive industry.

BACHELOR IN FASHION DESIGNING (BFD)

PROGRAM INFO

Duration: 3 years (Full-time Regular)

Total Credit: 135

Eligibility: Minimum aggregate of 50% or equivalent in 10+2 any stream

OBJECTIVE:

- To help students to understand design fundamental, elements and principles of design.
- To teach different aspects of pattern making, draping, fitting & grading
- To impart knowledge traditional designs and application of motifs on different textiles.
- To impart knowledge for Fashion CAD
- To enable students to understand fabric structures and manufacturing techniques
- To provide students with the knowledge of textile science and yarn properties.

CAREER PROSPECTS:

- Fashion Designers
- Fashion Stylists & Coordinators
- Product Developers in Design Merchandising
- Creative Pattern Makers
- Fashion Illustrators
- Costume Designers
- Entrepreneurs

COURSE STRUCTURE

SEMESTER - I

- Introduction to fashion designing
- Traditional Textiles
- Concept of fashion
- Fundamental of computers
- Professional Communication
- Portfolio-I

PRACTICAL

- Basics of Designing and Illustration
- Traditional Textiles Lab
- Computer lab
- General Proficiency

SEMESTER - II

- Sewing Technique
- Garment Construction
- Fabric construction
- Environment Science and technology
- English
- Portfolio-II

PRACTICAL

- Sewing Technique Lab
- Garment construction Lab
- Fabric construction Lab
- General Proficiency

SEMESTER - III

- History of Indian costumes
- Indian textiles and embroidery
- Fashion Clothing and psychology
- Knitting Technique
- Textile Science-I
- Portfolio-III

PRACTICAL

- Indian textiles and embroidery Lab
- Knitting Technique Lab
- Textile Science-I Lab

SEMESTER - IV

- Apparel Manufacturing Technique
- Computer aided designing
- Pattern making and grading
- Fashion Business
- Textile sciences - II
- Portfolio - IV

PRACTICAL

- Computer aided designing Lab
- Pattern making and grading Lab
- Textile sciences - II Lab

SEMESTER - V

- Textile testing
- Wet processing
- Elective-I
- Portfolio-V

PRACTICAL

- Textile testing Lab
- Wet processing Lab
- Training

SEMESTER - VI

- Major Research Project

BACHELOR IN FINE ARTS (BFA - PAINTING)

PROGRAM INFO

Duration: 4 years (Full-time Regular)

Eligibility: Minimum aggregate of 50% or equivalent in 10+2 from a recognized Board

OBJECTIVE:

The objective of training in the specialization courses of 'Painting' is to provide the student with training in the skills original and creative expression. This course, which is of 4 years, is aimed to gradually develop the student's proficiency in this, as his understanding of the pictorial concepts and symbolism as also his perceptual and expressive awareness.

The course is devised with a conviction that technical competence provides the most satisfactory foundation for the expression of creative invention. However, the mastery of technique is seen as a means, not an end of education in the arts is the exercises of creative imagination.

CAREER PROSPECTS:

The students after the course can get in to the profession of teaching, as an artist in the various fields, they can also work as freelance artist and held exhibition in the gallery.

COURSE STRUCTURE

YEAR - I

- Geometry & Perspective
- Drawing
- Painting
- Design
- Lettering & Layout
- Clay-Modelling & Sculpture
- Printmaking

YEAR - II

- Aesthetics
- History & Appreciation of Art
- Methods & Materials
- Portrait Painting
- Painting from full figure
- Composition Painting
- Composition Mural or Composition Graphics (Printmaking) Or Photography or Ceramics Or Composition- B (3 Dimensional Wood Carving or Stone Carving) or Computer Graphics.

YEAR - III

- Aesthetics
- History & Appreciation of Art
- Methods & Materials
- Environment Education
- Portrait (Head Study)
- Study from full figure
- Composition Painting
- Composition Mural or Composition Graphics (Printmaking) Or Photography or Ceramics Or Composition-B (3 Dimensional Wood Carving or Stone Carving) or Computer Graphics.

YEAR - IV

- Aesthetics
- History & Appreciation of Art
- Methods & Materials
- Portrait Painting
- Painting from full figure
- Composition Painting
- Composition Mural or Composition Graphics (Printmaking) Or Photography or Ceramics Or Composition-B (3 Dimensional Wood Carving or Stone Carving) or Computer Graphics.



BACHELOR OF JEWELLERY DESIGN

PROGRAM INFO

Duration: 3 years (Full-time Regular)

Total Credit: 102

Eligibility: Minimum aggregate of 50% or equivalent in 10+2 from a recognized Board

OBJECTIVE:

The department of Jewellery Design & Manufacture was begun in response to the need of growing Gem & Jewellery Industry in India. The course synergises three different areas – Creative design, Technology of Manufacture and Market awareness. The department has the unique privilege of being the first Institute of its kind, to be conducting such course in an Asian University. The strength of the Institute is the constant and dynamic relationship with leading Jewellery enterprises of the country.

CAREER PROSPECTS:

- Designer
- Entrepreneur
- Qualified Diamond Grader
- Production Manager
- Marketing and Sales
- Brand Manager
- Visual Merchandiser
- Retail Store Manager
- Quality Controller

COURSE STRUCTURE

SEMESTER - I

- Basic Design - I
- Basic Manufacture - I
- History Of Art
- Book Keeping
- Personality Development
- Computer
- Yoga

SEMESTER - II

- Basic Design - Ii
- Basic Manufacture - Ii
- History Of Jewellery
- Export Procedure
- Environment Studies

SEMESTER - III

- Advance Design - I
- Advance Manufacture - I
- Export Market
- Gold & Other Precious Metal
- Diamond Grading

SEMESTER - IV

- Advance Design - Ii
- Advance Manufacture - Ii
- Indian Market
- Gemology
- Computer Designing

SEMESTER - V

- Internship (10 Weeks)
- Technical Design
- Merchandising
- Retail Management
- Branding

SEMESTER - VI

- Projects
- State (5 Weeks)
- Theme Based (10 Weeks)
- Communication



BACHELOR TEXTILE DESIGN

PROGRAM INFO

Duration: 3 years (Full-time Regular)

Total Credit: 140

Eligibility: Minimum aggregate of 50% or equivalent in 10+2 from a recognized Board

OBJECTIVE:

By the end of this programme students should be able to demonstrate a professional and academic understanding of the international nature of the textile industry, insights into the supply chain which links many of its activities, and an appreciation of breadth of contexts to be encompassed by managers within a very varied set of economic activities. They will have developed a range of transferable skills, including IT, teamworking, presentation and analytical skills, and should be able to demonstrate high levels of initiative and self-motivation. Students will also be able to demonstrate useful levels of numeracy and literacy, together with a sound grasp of the main management disciplines, such as accountancy and capital investment appraisal, economics, organisational structure and control and an appreciation of differing business systems. The knowledge and skills acquired should equip students for careers as textile managers working for textile/clothing manufacturers and retailers, or appropriate postgraduate activity.

CAREER PROSPECTS:

- Textile Design Entrepreneur
- Colourist
- Dyeing & Printing Consultant
- Textile Design Media Specialist
- Embroidery Designer
- Textile Design Assistant
- Design Consultant
- Theatre Designer
- Exhibition Designer
- Fabric Analyzer
- Textile Design Specialist
- Designer cum Manager
- Fabric Resource Manager
- Textile Designer
- Independent Textile Designer
- Textile Design Publicist
- Junior Textile Designer
- Merchandising Assistant
- Textile Lab Manager
- Senior Fashion Merchandiser
- Teache



COURSE STRUCTURE

SEMESTER - I

- English I
- Core I – Fibre & Yarn Science
- Core Prac. I- Basic Apparel Designing Practical
- Allied – I – Basic Apparel Designing
- Allied Prac. I- Fundamental of Computer Practical
- Val.Edu – Yoga

SEMESTER - II

- English II
- Core II – Fabric Science
- Allied II – Pattern Making
- Allied Prac. II – Fabric Design Analysis Practical
- Core Prac. I- Basic Apparel Designing Practical
- Allied Prac. I- Fundamental of Computer Practical
- Environmental Studies

SEMESTER - III

- English III
- Core - III – Textile Processing
- Core Prac. II – Textile Processing Practical
- Allied III – Fashion Designing
- SBEC – I – Embroidery & Surface Decoration Practical
- NMEC – I (Other Department NMEC Paper –I)

SEMESTER - IV

- English IV
- Core Prac. III – Textile Testing Practical
- Core Prac. IV – Designing & Manufacturing Children's Apparel Practical
- Allied – IV - Fashion & Clothing Psychology
- Allied Prac. III – Fashion Illustration Practical
- Core Prac. II - Textile Processing Practical
- NMEC – II (Other Department NMEC Paper –II)
- SBEC – II – Non Woven & Technical Textiles

SEMESTER - V

- Core – IV – CAD in Textiles & Fashion
- Core – V – Textile Finishing
- Core – VI – Fabric Care
- Core Prac. V – Designing & Manufacturing Women's Apparel Practical
- MBEC – I – Fashion Marketing & Merchandising
- SBEC – III – Fashion Accessories & Ornaments Practical
- SBEC – IV – Portfolio Presentation Practical

SEMESTER - VI

- Core – VII - Apparel Quality Assurance
- Core Prac. VI – CAD in Textile & Fashion Practical
- Core Prac. VII – Designing & Manufacturing Men's Apparel Practical
- MBEC – II – Fashion Photography
- MBEC – III – Textile & Garment Industry Management
- SBEC – V – Beauty Care Practical
- SBEC – VI – Needle Craft Practical
- Project Viva Voce
- Core Prac. – V - Designing & Manufacturing Women's Apparel Practical
- Extn. Activities

FAQ

1. What are the courses offered in the field of fashion design?

- B.Sc in Fashion Designing, Bachelor in Fashion Designing, Bachelor in Fine Arts, Bachelor of Jewellery Design & Management, Bachelor of Textile Design

2. What is the duration of fashion designing course

- 3 years & 4 years

3. What is the minimum qualification required for the fashion designing course

- 10th+2 (any stream)

4. What are the minimum marks required

- 50% in 12th

5. What is the scope of fashion designing

- Fashion industry, entrepreneur, Academics

6. What are the different career opportunities apart from fashion designer

- Fashion stylist, Costume designer , Fashion consultant, Fashion forecaster, CAD designer, Fashion illustrator, Pattern Master

7. What is the infrastructure available at IEC University

- Modernized, well equipped infrastructure

8. How many fashion designing labs are set up

- 4

9. Is study material provided during the course

- Yes

10. what is the fee structure for the course

- Nominal

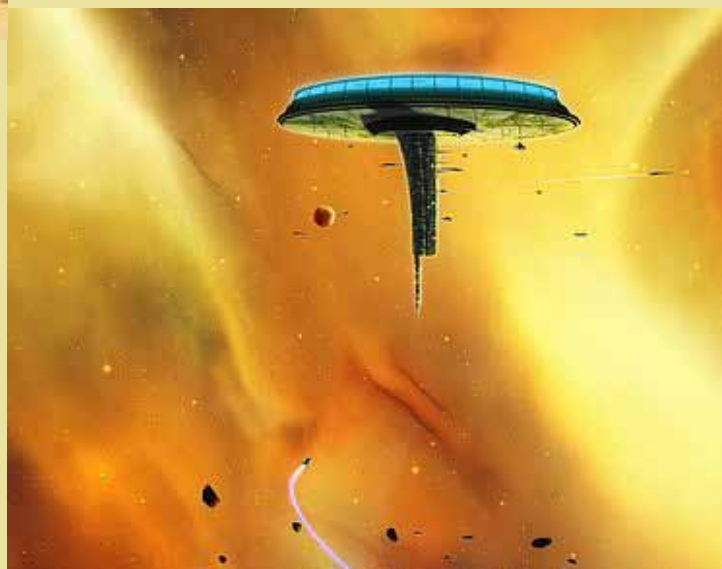
11. Are industrial training tie-ups arranged

- Yes



What's Next?

Once you have successfully completed the course, you are ready to take a plunge in the most dynamic, colourful, challenging and competitive industry. The field offers a plethora of career opportunities after the successful completion of the course. There are various areas of work a designer can look for to make career out of his skills. The industry with its vast and varied branches offer numerous opportunities for designers based on their skills, aptitude and talent. If creativity is not something you are very good at, you can opt for areas like merchandising, buying, apparel production, grading etc.



SOME OF THE VARIOUS CAREER OPPORTUNITIES YOU CAN OPT FOR ARE:

- Fashion Designer
- Grading
- Stylist
- Theatrical Costumer
- Factory Manger
- Car Gerber Operation
- Retail Buying
- Print Design & Textile Design
- Merchandising
- Visual Display Specialist
- Retail Manager
- Fashion Journalist
- Fashion Show Producer



ADMISSION INFORMATION

Research the programs available at our campus either through this guide or online by logging on to www.iecuniversity.com. Decide which course you want to pursue. Once you have decided which course to study, you can apply for admission:

Online: The University has online application facility. Please refer to www.iecuniversity.com to submit your application.

Post: Download a copy of our Application form from our website www.iecuniversity.com

Phone: To request an application form, call 1800-11-8787

HOW TO APPLY?

5 steps to enrolment

1. Application

Candidate can send an online application by filling the form & making a payment of Rs 500 online or through filling the particulars of a Demand Draft of the same amount made from any nationalized bank in favor of "Finance Officer, IEC University, Baddi" payable at New Delhi/Baddi/Himachal Pradesh. Those making the Payment through DD will then take a printout of the filled online admission form and submit the same to the campus along with the original draft and copies of required testimonials.

Documents Required: As per the course eligibility.

2. Application assessment

Application form will be scrutinized by the admission committee constituted by IEC University. If you are short-listed, you'll be informed through a call or an email.

3. Arrive, Attend Counseling & Register

Short-listed candidates will be called for counseling and selected candidates in the program will be issued registration form. The form will then have to be submitted with all relevant documents alongwith the tuition & other fees.

4. Confirmation of Registration

Registration of the candidate in the program.

5. Commencement of classes: 1st week of August



PROCEDURE OF REFUND

- Applicant can obtain Fee Refund Form from the Admission cell in the University Campus, after the admission period is over. IEC University Accounts department will process the refund after getting the Fee Refund Form from the applicant.
- The fee would be refunded only after the applicant has surrendered the original fee receipt, ID card (if issued) and any other documents, as required by IEC University at the time of refund.
- Once the form and payment receipt has been verified, the University will deduct admission processing charges, as applicable, from the amount collected as admission fees. The schedule of charges to be deducted is mentioned in the webpage below.
- Refund, if any, shall be made only through cheque (account payee) in the favor of the concerned applicant. Refund for payments made online through Credit / Debit cards will be processed & credited to the same Credit / Debit card account after receiving and processing the written refund request from the student.

TUITION FEE REFUND POLICY

- In case an applicant who has made full or partial payment withdraws before completing his registration, only processing fees of INR 1,000/- shall be deducted. The remaining tuition fees shall be returned.
- In case an applicant withdraws after completing his registration and if the seat consequently falling vacant is filled by another waitlisted applicant (if any) by the last date of admissions, the total amount after a deduction of INR 1,000/- shall be refunded; otherwise one term tuition fee shall be forfeited.
- In case an applicant completes his registration and withdraws after the commencement of classes but before the last day of admission and if the seat consequently falling vacant is filled by another wait listed applicant (if any) by the last date of admissions, the total amount after a deduction of tuition fee on a monthly pro-rata basis shall be refunded; otherwise one term tuition fee shall be forfeited.
- In case an applicant completes his registration and withdraws after the commencement of classes and also after the last day of admission, the total amount after a deduction of one term tuition fee shall be refunded, as the seat shall remain vacant.



HOSTEL FEE REFUND POLICY

Refund of Hostel Fee shall also be considered on the above mentioned basis. If the hostel room thus falling vacant is allotted to a wait listed candidate (if any), whether the withdrawal has been done before or after the room is occupied, the hostel fee shall be refunded after monthly pro-rata deductions. However, if the room remains vacant, no refund shall be considered.

TRANSPORT FEE REFUND POLICY

Refund of Bus Transport Fee shall also be considered on the above mentioned basis. If the bus seat thus falling vacant is allotted to a wait listed candidate (if any) on the same route, whether the withdrawal has been done before or after the commencement of classes, the bus transport fee shall be refunded after monthly pro-rata deductions. However, if the bus seat remains vacant, no refund shall be considered.

SECURITY FEE REFUND POLICY

Security Fee shall be refunded after approval from the Admissions & Student Services Officer. He/she shall investigate whether the candidate has harmed/damaged any property belonging to the University. In such cases, security fee shall be refunded after deducting the cost of repairs; otherwise, the entire security deposit shall be refunded.

MESS FEE REFUND POLICY

All students who are staying in the University Hostel, with in the Campus or outside, will have to take food in the mess facility (Veg. or Non Veg.) provided by the University. No refund application will be entertained once a student occupies a room in the hostel.



WANT MORE INFO?

If you have any questions, contact us at the address, phone numbers or mail ids mentioned below. We also invite you to visit our institute to see the facilities and discuss the courses on offer.

IEC UNIVERSITY CAMPUS

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