



Create your

Future

Prospectus

2019

Pearl Academy offers UG & PG courses in Design, Fashion, Business, Journalism and Media.
To know more, visit www.pearlacademy.com or call 1800 103 3005 (Toll Free)

Delhi • Noida • Mumbai • Jaipur

Create your Future

What does the future have in store for me?

That's the question every student is faced with. It's exciting and scary at the same time. But you know what- the best way to predict the future is to create it.

And that's what we do at Pearl Academy. We help you create. Not just masterpieces in the world of design and art; but moulding a future you deserve. You're here, not just to learn the principles of design and communication, but also to re-define the past conventions. Get ready to dive into a world, where we explore unlimited possibilities. It'll be as much about true grit, as it'll be about real genius.

Whether it's Product Design or Communication Design or Fashion or Interiors or Journalism- you are all creators. And being a creative person comes with an unyielding desire to raise the bar. It comes with a thirst to accomplish the unimaginable. To dream the unthinkable, to create the impossible- to be the best you can be. That's why at Pearl Academy we give you the tools, the canvas and the skills.

So, get ready to design your best masterpiece ever- your future.

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DELHI CAMPUS

Delhi has two campuses: in Naraina and Rajouri Garden. The Naraina campus is fully equipped with world class infrastructure. It has been the launch pad for design, fashion, business and media professionals for the last 25 years. The Rajouri Campus is 100,000 sq ft. and is designed around the needs of design students, providing them with a contemporary architectural canvas that is permeated with slick classrooms and wide collaborative spaces perfect for the 21st century learner.

A-21/13, NARAINA INDUSTRIAL AREA, PHASE II, NEW DELHI
EROS BUILDING DISTRICT CENTRE, RAJOURI GARDEN, NEW DELHI



Scan the QR code to
view the campus in 360°



MUMBAI CAMPUS

The Mumbai Centre with its state-of-the-art labs for media, fashion, product and interiors have ensured a world class learning experience for students. Located right in the centre of bustling Mumbai makes it a great place to get ready for the creative industries. The Mumbai Campus has won accolades like, 'Mid Day Excellence in Education Awards 2017', 'Best Upcoming Design Institute in Mumbai' award at 'Brands Academy Education Excellence Awards' 2014 and Bronze Award under 'Emerging Design School Category' at The Edutainment Awards, 2016.

**SM CENTRE, ANDHERI KURLA ROAD,
ANDHERI EAST, MUMBAI**



Scan the QR code to
view the campus in 360°



Scan the QR code to view the campus in 360°

JAIPUR CAMPUS

The Jaipur Centre has been awarded as one of the most beautiful college campuses in India by India Today, 2016 and has also won 'Best Learning Building' Award at the World Architecture Festival Awards, 2009. It's spread over 3.28 acres and has state-of-the-art infrastructure which includes world class fashion, interiors, jewellery & gemmology labs, making it the ideal place to learn the nuances of fashion and design. The Centre has hosted the 14th International Conference of the International Foundation for Fashion Technology Institutes in 2012.

Affiliated to Rajasthan ILD Skill University for B.Voc Degree

SP-38 A, RIICO INDUSTRIAL AREA, DELHI ROAD, KUKAS, JAIPUR





NOIDA CAMPUS

The campus is located in the heart of Noida, a part of the National Capital Region (NCR). This campus houses state-of-the-art labs like Sewing & Cutting, Printing & Embroidery and Make-up. It has a well-stocked Library and Resource Centre along with Design & Drawing Studios, Pattern-Making Studios and more. It's surrounded by renowned export houses and studios of fashion designers.

B-25, SECTOR 59, NOIDA



LEADERSHIP

Executive



Deepak Seth
Chairman
Pearl Global Industries
PDS Multinational Ltd



Sharad Mehra
President
Creative Arts Education Society

Academic



Nandita Abraham
President - Pearl Academy



Ramneek Kaur Majithia
Dean - Academic Development
and Innovation



Prof. Seema Mahajan
Dean - Academic Governance



Anup Sasidharan
Head - Academic Operations



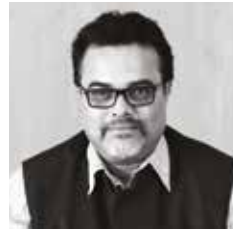
Radhika Roy
Dean - School of Foundation



Nidhip Mehta
Dean - School of Design



Antonio Maurizio Grioli
Dean - School of Fashion



Prof. Ujjwal K Chowdhury
Dean - School of Media

Operation



Bharat Kharbanda
COO - Pearl Academy



Alok Baraya
Campus Director - Delhi NCR
(Delhi & Noida)



Ruchita Verma
Campus Director - Mumbai

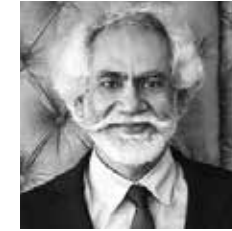


Taruna Vasu
Campus Director - Jaipur

ADVISORY BOARD



Deepak Seth
Group Chairman
Pearl Global Industries
PDS Multinational Ltd



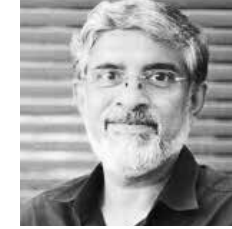
Sunil Sethi
President
Fashion Design Council of India



Prof. Vikas Satwalekar
Design Consultant



Dr. Roopak Vasishtha
CEO
Apparel Made-ups & Home
Furnishing Sector Skill Council



Satish Gokhale
Design Specialist
Owner
Design Directions Pvt. Ltd.



Mohit Soni
COO
Media and Entertainment
Skills Council



Kulmeet Bawa
Managing Director
Adobe India & South Asia



Prof. SS Mantha
Ex-chairman
AICTE

ADVISORY BOARD

School of Design



Anthony Lopez
Design Director &
Principal Designer
Lopez Design



Ashwini Deshpande
Co-founder & Director
Elephant Design Consultancy



Niladri Mukherjee
Founder, MD
Glue Design & Innovation



Alex Davis
Artist and Designer
Stefano Giovanonni studio



Sriram Suryanarayanan
User Experience Designer
Storyteller



Madav Raman
Architect and Urbanist
Anagram Architects

School of Fashion



Charudutt Chitrak
Professional Photographer



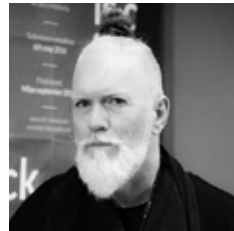
Anuj Choudhary
Actor



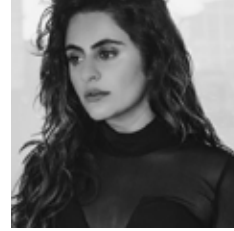
Claudio Moderini
Design director, researcher
and educator



Wallace Murdoch
Associate Dean International
Coventry University



Adrien Yakimov Roberts
Director of Education
Accademia Costume E Moda,
Roma, Italy; / International Trustee



Shereen Sikka
Blogger, Influencer :
Love And Other Bugs

ADVISORY BOARD

School of Media



Jaishri Jethwaney
Professor & Program Director
Indian Institute for Mass
Communication



Mohit Soni
COO
Media & Entertainment
Skills Council



Mayank Shekhar
Entertainment Head
Midday Newspaper
Mumbai



Rohit Gandhi
Editor-in-chief of Democracy
News Live



Dilip Cherian
Bureaucrat
Editor and Entrepreneur



Dr. Stephen Quinn
Principal
MOJO Media Insights



Bhaskar Das
Executive President
Dainik Bhaskar Group



Farhana Farook
Managing Editor,
Filmfare Magazine



Shubho Sengupta
Brand Consultant



Ms. Radharani Mitra
BBC Media Action, India
National Creative Director &
Executive Producer



Viveck Vaswani
Film Producer & Actor



K V Sridhar Aka Pops
Founder & Chief Creative
Officer, Hyper Collective



Nonita Kalra
Editor-in-Chief
Harper's Bazaar India

PEARL TOTAL LEARNING SYSTEM™

Pearl Academy has developed a meta-curriculum to ensure total learning of each of its student, based on identified outcomes and desired higher order thinking skills. A study was conducted over 3 years to identify learning experiences that promote creativity, critical thinking and innovation. These were mapped with graduate outcomes and industry needs. Next, the overall curriculum was revised to include specific spaces to enable this learning. This meta curriculum is called the PEARL TOTAL LEARNING SYSTEM and is a layer under all the disciplinary learning modules to ensure holistic learning and enhancement of higher order thinking.

The PEARL TOTAL LEARNING SYSTEM ensures that ALL students experience learning, that helps them develop higher order thinking skills required to learn in the present and the future, as well as to help them be professionals and make effective choices during their careers and lives.

Key innovations as a part of this learning system are a full year of multidisciplinary attitude based learning, common core modules for interdisciplinary learning, Open Labs in every semester, SEVA as a fundamental conscience, International Lab, Industry Live Project and Future Labs.

The Pearl Total Learning System has 4 pillars addressing learning needs based on future employability. All students across disciplines go through this learning system in their academic journey.

| | | | |
|--|--|---|---|
| <p>1 Industry Integrated Circuit</p> <p>A series of engagements with the experts that ensure readiness for the industry. It helps them get exposed to new approaches and ideas that encourage them to develop new skills, think laterally and become adept at problem solving and ensures their smooth transition into professional life.</p> | <p>2 Global Learning Project</p> <p>International opportunities include student exchanges, projects with students from around the world, international faculty and international online modules that ensure that every student has an international exposure and develops a global context aiming at judgement, cognitive flexibility, emotional intelligence and creativity.</p> | <p>3 Career Mentoring</p> <p>Specific interventions during the student lifecycle that helps them identify their strengths and development areas, their career goals and respect for values & ethics of the profession. Through this, they develop critical thinking, emotional intelligence and service orientation.</p> | <p>4 Future Learning Spaces</p> <p>These are supra-curricular spaces created for forward looking courses and experiences that will give students the edge that they need to manage their careers in tomorrow's environment. Students are taught special skills like Design Thinking, Marketing and Entrepreneurship by industry experts from around the world.</p> |
|--|--|---|---|

When technological, economic & social forces are constantly changing the world, it is clear that these skills, and especially creativity is the solution to complex global economic and social issues. Each of these pillars within the meta-curriculum, hold a series of experiences and learning which sets students up, to succeed in lifelong, self-directed learning, in the productive careers they may choose, and in continuing to grow throughout their lives, as the world continues to shift.

Key to the PTLs is robust alliances with the industry, international partners and the continuous development of faculty to enable them to deliver the curriculum.

INDUSTRY ALLIANCES

FDCI joins hands with Pearl Academy to nurture and develop the designers of tomorrow.



An exclusive tie-up with Amazon.in to showcase talented alumni's creations



Adobe partners with Pearl Academy to launch India's first Adobe Digital Technology Academy



SCHOOL OF FASHION

PLACEMENTS 2018

| | | |
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|---|---|--|

BEST PACKAGE OFFERED:



5.5 lac



COLLABORATIONS



Member of the International Foundation of Fashion Technology Institutes (IFFTI)



International Partners

Student Exchange | Visiting Faculty and Experts | Summer Courses

Domus Academy, Milan

Nottingham Trent University, UK

Fashion Institute of Design & Merchandising, USA

University of the West of England, UK

University of Winchester, UK

Manchester Metropolitan University, UK

NABA, Milan



ANTONIO MAURIZIO GRIOLI (Dean)

School of Fashion, is the powerhouse of innovation and creativity, where students are offered industry oriented courses in fashion designing, styling, textiles, retail, luxury and fashion media make-up. We emphasize on the combination of technical skill sets along with human touch which leads to synergy of innovative ideas and creative solutions. Each of the verticals offers UG & PG Courses and 11 months professional certificate. With a dedicated team of highly competent, trained and industry experienced, both local and international faculty members, the learner gains real-time industry information. Apart from classroom teaching, the students are exposed to various workshops, master classes conducted by the industry experts in association with the Fashion Design Council of India, to give them the experience of what lies ahead.

4 YEAR UG COURSE

Fashion Design · Fashion Styling & Image Design · Textile Design

3 YEAR UG COURSE

Fashion & Lifestyle Business Management
Global Luxury Brand Management

2 YEAR PG COURSE

Fashion Design · Textile Design · Fashion Styling & Image Design
Fashion Business (Marketing & Merchandising) · Luxury Brands

11 MONTH PROFESSIONAL CERTIFICATE

Fashion Design · Fashion Media Make Up
Celebrity & Bridal Hair and Make-up · Apparel Buying & Merchandising



UG COURSE **FASHION DESIGN**

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Noida, Jaipur and Mumbai

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

COURSE OVERVIEW

The program is curated in a way that allows the students to identify areas of interest within various fashion segments. The program aims to equip the student with an in-depth understanding of the role of the designer in today's fashion industry.

The scope of the course is to place the student in a global fashion scenario. Students during the entire course get hands on experience on how the world fashion system works and evolves.

Fashion Design course includes all the segmentations across genders and age group. This course enables students to achieve competencies in both design and construction with the use of advanced technologies.

Comprehensive academic rigor and appropriate industry exposure are the two elements that ensure the learner by the end of the course is industry ready with a global and contemporary eye for developments of seasonal collections.

CAREER PATHS

- Asst. Designers • Visual Merchandizers • Trend Forecasters
- Graphic Designers • Freelance Designers • Surface Developer
- Entrepreneurs • Retail Buyer • Fashion Consultant • Project Manager
- Garment Technologist • Fashion Illustrator • Merchandisers



UG COURSE

FASHION STYLING & IMAGE DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi, Noida and Mumbai

COURSE OVERVIEW

The program aims to equip the student with an in-depth understanding of the role of the stylist in today's fashion industry. The scope of the course is to place the student in a global fashion scenario at the end of the curricular path.

Students during the entire course get hands on experience on how the world fashion and communication system works and evolves. They are offered the opportunity to explore and understand how various media like photography, makeup and hair, graphics and video manipulation can articulate messages in Fashion. They will also be exposed to the importance of marketing and promotion that are backbone of the current global fashion industry.

CAREER PATHS

- Fashion Stylists and Image Designers
- Brand Stylists
- Styling Coordinators
- Stylists in Advertising
- Stylists in the Television Industry



UG COURSE **TEXTILE DESIGN**

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Jaipur

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

COURSE OVERVIEW

Textile Design course includes how to design contemporary fabrics for fashion. Textile is the India's largest creative industry and it is internationally renowned. This course will enable student to explore, within the large spectrum of fashion, the segment of textile with a global perspective. Both innovation and up scaling of the craft are the 2 corner stone that defines this course. This course will equip the student to bridge the gap of contemporary design and craft intervention. Learners get exposed to an understanding of Indian fabrics, their surface ornamentations and its role in the global industry. A strong collaboration between domestic designers, craftsmen and stakeholders of this segment will ensure a solid professional knowledge to approach by the end of the course both domestic and global markets.

CAREER PATHS

- Textile Designers
- Fabric coordinators
- Design Merchandisers
- Stylist
- Freelance Designers



UG COURSE

FASHION & LIFESTYLE BUSINESS MANAGEMENT

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

Certification : Retailer Association's Skill Council of India (RASCI)

COURSE OVERVIEW

The program aims to equip the student with a broad range of competencies suitable for employment in the fashion business in India such as sourcing, manufacturing, distributing and retailing. The fashion business industry requires deep and intensive knowledge of the fashion product and extensive management, business skills and e-commerce. The scope of the course is to enable students to either be independent entrepreneur or be employable in business of fashion and lifestyle. To service the fashion and lifestyle industry effectively there are four key areas where there needs to be an enhanced focus.

One is the ability to understand the changing needs of the markets, the second is an understanding of the organization and its relationship with the environment, the third is the strategic understanding of the fashion products (apparel, accessories, lifestyle, home etc). In this course theory and application based problems solving methods are employed to deliver these specialized skills.

CAREER PATHS

• Marketing / Production / Vendor Management Managers • Vendor Management Managers • Visual Merchandisers • Store Manager / Store Assistant Manager • Merchandising Specialists • Production Managers



UG COURSE

GLOBAL LUXURY BRAND MANAGEMENT

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

Certification : Apparel Made-ups & Home Furnishing Sector
Skill Council (AMHFSSC)

COURSE OVERVIEW

Currently, the Luxury market is burgeoning with fast-paced change. According to a study by ASSOCHAM-Yes Bank, the Luxury Industry in India is currently growing at a CAGR of 23% and is valued at \$8 billion . The program aims to equip the student with a broad range of competencies suitable for employment in the luxury industry in India. The scope of the course is to enable students to either be independent entrepreneur or be employable in luxury industry. The luxury sector in India can be broadly split into the following verticals and this course covers all of them: Products: Apparel and Accessories, Pens, Home Décor, Watches, Jewelry, Wines and Spirits Services: Spas, Concierge service, Travel & Tourism, Fine Dining and Hotels Assets: Yachts, Fine Art, Automobiles and Real Estate Theory and application based problems solving methods are employed to deliver specialized skills of brand management, retail operations, marketing and clientele management. The assessments in the course is designed such that students are industry ready. The course is delivered both F2F and with online blending mode, so that students are engaged with learning as deeply as possible.

CAREER PATHS

- Sales Associates • Visual merchandiser • Product category expert
- CRM executive • Personal shoppers • Luxury retail operations executive
- Inventory controls executives • Business Development Executive



PG COURSE **FASHION DESIGN**

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Noida, Jaipur and Mumbai

Certification : Apparel Made-ups & Home Furnishing Sector
Skill Council (AMHFSSC)

COURSE OVERVIEW

The 2 Year PG in Fashion Design developed in association with Domus Academy Milan is an opportunity to take up a creative career in fashion in both domestic and international forums.

After an intensive 8 weeks of foundation where the students get the chance to identify himself as designer, the learner will be equipped with a range of activities and tasks in response to the significant industry needs.

The programme offers great potential for employment opportunities in the rapidly expanding designer labels, luxury brands, apparel retail brands and ready-to-wear industry.

CAREER PATHS

• Assistant Designers • Fabric designers • Colour and Materials Specialist
Fashion Accessory Designer • Stylists • Merchandizers • Fashion consultant



PG COURSE

FASHION STYLING & IMAGE DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

COURSE OVERVIEW

This 2 Year PG Course in Fashion Styling & Image Design emphasizes on design, a good visual eye and qualities of emotional and physical strength as one embarks on a rewarding career in commercial styling, fashion show curation, window displays, fashion publications, personal shopping, image makeovers, television and film industry, theatre and advertising. The students work with styling agencies for television and reality shows as well as with popular photographers to style portfolios. Starting their careers as assistant stylists to established top-end industry stylists, they learn and eventually establish their own hold in this highly competitive and creatively challenging but exciting industry.

CAREER PATHS

- Fashion Stylists and Image Designers · Brand Stylists
- Image Consultants · Stylists in Advertising & Film - Television Industry
- Stylists for E-commerce



PG COURSE **TEXTILE DESIGN**

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Jaipur

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

COURSE OVERVIEW

Textile is the India's largest creative industry globally renowned for its heritage. In a contemporary scenario textile designers are exploring new materials and forms. This PG course equip the students with an opportunity to understand the world of textiles from designing to manufacturing fabrics and experiment with the craft.

Explore and develop concepts using latest technologies. Students through professional practices students will develop professional skills, they will also be strongly engaged with industry experts in workshops. Work closely with industry partners to deliver live projects and collaborate in international briefs with our partner universities.

CAREER PATHS

- Textile Designers • Fabric coordinators • Design Merchandisers • Stylist
- Freelance Designers



PG COURSE **FASHION BUSINESS**

(MARKETING & MERCHANDISING)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

COURSE OVERVIEW

The program aims to equip the student with a broad range of competencies suitable for employment in the fashion business in India such as sourcing, manufacturing, distributing and retailing. The fashion business industry requires deep and intensive knowledge of the fashion product and extensive management, business skills and e-commerce. The scope of the course is to enable students to either be independent entrepreneur or be employable in business of fashion and lifestyle. To service the fashion and lifestyle industry effectively there are following key areas where there needs to be an enhanced focus. One is the ability to understand the changing needs of the markets, the second is an understanding of the organization and its relationship with the environment, the third is the strategic understanding of the fashion products (apparel, accessories, lifestyle, home etc). In this course theory and application based problems solving methods are employed to deliver these specialized skills.

CAREER PATHS

• Buyers • Category managers • Retail Operation Managers • Marketing Executive • Store Managers • Visual Merchandisers • Retail Merchandisers • Store Operations • Marketing managers • Consultants and researchers



PG COURSE **LUXURY BRANDS**

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

Certification : Apparel Made-ups & Home Furnishing
Sector Skill Council (AMHFSSC)

COURSE OVERVIEW

Luxury may be all about exclusivity, but serving the business aspect is as important. During this program, students gain expertise in balancing the glamorous ornamentation of luxury with business acumen. The students also explore and come up with solutions to various pressing issues faced by the Luxury Industry. The program has been validated by Domus Academy, one of the most acclaimed institutes specializing in Luxury Education. This program offers a unique opportunity of understanding luxury brands like Ermenegildo Zegna, Gucci, Prada, Roberto Cavalli, Versace, Louis Vuitton, etc. The program also facilitates interaction with the luxury industry, where students gain invaluable advice from industry professionals.

CAREER PATHS

- Luxury Buyers and Visual Merchandisers
- Luxury Distribution Planners
- Luxury Boutique Managers
- Product category expert
- Personal shoppers
- Luxury retail operations executive



PROFESSIONAL PROGRAM **FASHION DESIGN**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi, Noida and Mumbai

COURSE OVERVIEW

This 11 months professional program is designed for professionals who have a penchant for creativity, style and originality. The course helps the student to develop an understanding of Fashion environment and trains them to develop a Fashion range/product for a targeted market segment towards the end of Course. The learning is divided in two semesters.

Students are able to achieve detailed knowledge to develop a concept for the end product in first semester including fabric analysis, research and technical skills. It also includes tracking the evolving trends, cultural dynamics and innovations of Indian and International Fashion Industry. The second semester enables the learner to work on an individual project to display a comprehensive understanding of the initial design sketch to garment construction process for the chosen client (Men, Women or Kids). The inputs for this course are imparted through lectures, visits, market surveys, discussions, tutorials and studio work.

CAREER PATHS

- Fashion Entrepreneurs
- Assistant Designer
- Fashion Coordinators
- Sample Coordinators
- Fashion Consultant



PROFESSIONAL PROGRAM
**FASHION MEDIA
MAKEUP**

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi, Noida and Mumbai

Certification : Media & Entertainment Skill Council (MESC)

COURSE OVERVIEW

The 11 months professional program in Fashion Media Makeup is exclusively designed to impart training on international trends and techniques. The certificate offers intensive conceptual and practical study for a career in fashion hair and makeup design. The certificate is offered in 3 terms of 13 weeks each, covering a range of skills in makeup, hair styling, hair design and special effects makeup, besides visual studies and IT.

Makeup artistry is a highly competitive industry. Advertising, television, cinema, events promotion, fashion promotion etc. are activities where the look, appearance and grooming of individuals is very important. The media makeup industry contributes professionally to these requirements through hair styling, makeup, cosmetics and skin care.

11 months professional program in Fashion Media Makeup (FMM) with a curriculum meeting international standards was conceived with technical assistance from London College of Fashion (LCF), UK, one of the pioneers in beauty and fashion education worldwide.

CAREER PATHS

- Film and Television Studios & Shows
- Print Advertising and Fashion Photography
- Theatre
- Music Videos
- Fashion Promotion Events
- Designer Runway Shows
- Retail Cosmetic Sales
- Modelling Agencies



PROFESSIONAL PROGRAM

APPAREL BUYING AND MERCHANDISING

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

With the advent of rise in demand of skilled merchandiser, today retail and export industry is looking for skilled buyers and merchandising professionals especially who are trained to handle these jobs in the organization. The demand for them is higher in the industry because these are considered to be most important roles in retail and consumer sector.

Fashion buying and merchandising is a very wide subject and same way has a lot of scope for the individual who pursues it. Today there are many retail brands and MBO's managing many categories, require buyers and merchandisers regularly, such as Shoppers Stop, Tata Trent, Future Group, Madura Garments, Reliance Brands etc.

CAREER PATHS

- Film and Television Studios & Shows
- Print Advertising and Fashion Photography
- Theatre
- Music Videos
- Fashion Promotion Events
- Designer Runway Shows
- Retail Cosmetic Sales
- Modelling Agencies



PROFESSIONAL PROGRAM

CELEBRITY & BRIDAL HAIR & MAKE-UP

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

Bridal make-up and hair styling as well as Celebrity make up are playing a predominant role in the Indian society. Hair and makeup are 2 most relevant attributes when comes to a wedding day or to define a celebrity look. This curriculum aims to skill the students in a very specific segment of the beauty industry. Part of the course will be dedicated to understand the relationship between skin and colours that compliments the person, and how hairstyle and face shape and structure are linked together. The course will then equip the students with high expertise techniques adopted in the contemporary beauty industry.

CAREER PATHS

· Celebrity Hairstylist · Celebrity Makeup artist · Bridal hairstylist · Bridal make-up artist · Beauty consultant · Stylist assistant

ALUMNI SPEAK



'I did my course from Pearl Academy, I had a very great experience. After completing my course I had a very good exposure in the fashion industry. The teachers and the course gave me the right exposure and made me realize what I actually want to do.'

Vaishali Shadangule (Fashion Designer)



'To fulfil your dreams, follow your path; your thoughts without fear and judgement. Let there always be a mentor that helps you through. Find that mentor in Pearl. It's where your first dream will come to reality.'

Nikhil Mehra (Fashion Designer)



'After my studies at Pearl Academy, I wanted to do something out of the box. I've worked as a Senior Stylist with Vogue India wherein I did a lot of trend forecasting and celebrity-cum-cover editorials. Currently, I have ventured and founded 'Paralove'.

Aditya Walia (Stylist / Photostylist)



'I was fortunate to get a placement through Campus Interview at JJ Valaya Fashion House, today I am working with Genesis Luxury Fashion at their Bottega Veneta Boutique. I am thankful to Pearl Academy for providing me with the skills I needed to be successful.'

Sonam Raheja - (Brand Manager, Genesis Luxury)

FACULTY



Prasanna Baruah

· MA in Fashion & Textile from Pearl Academy · Over 18 years of industry academic experience



Gauri Kathju

· Post graduate in Design Management from NID · Has worked for brands like Arvind Mills



Saurabh Deo

· Bachelor of Design from NIFT Delhi · 12 years' of experience in garment industry



Arun J. Lakra

· PG in Textile Design from the NID · 12+ years of experience in design, research, crafts and academics · Worked with retail brands like Raymonds, Pantaloon, Lee Cooper



Neeraj Paul

· MBA (Marketing & HR) & MA in English Literature · More than 17 yrs of experience in Fashion, Retail, Education & Academics



Ambika Magotra

· Graduate from NID with 15 years of academic experience · Awarded best paper at International Conference (IIFTI)



Gaggan Bhatia

· Over 22 years of experience in Merchandising and Sourcing · Worked with companies like KOOVS, Forever 21, Li & Fung & GAP · Experience in supply chain management, sourcing and vendor development



Shalini Gupta

· UG in Fashion design from NIFT Mumbai · Has freelanced as a Fashion Stylist and content contributor to fashion magazines



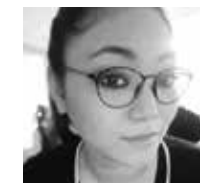
Varun Goel

· An alumnus of Pearl Academy · Has worked with designers Nitin Bal Chauhan, Poonam Bhagat, Akaar and Shweta Kapur



Sakshi Sethi

· 12 years of work experience and worked as Makeup Trainer and Product trainer · Has worked with brands like VLCC, Colorbar and Sephora



Ruby Chaudhary

· Diploma in Fashion Media Make-up from Pearl Academy · 10 years of work experience and has worked with prestigious brands like MAC India



Parag Goswami

· A certified fashion stylist and image consultant · Has served in multiple roles - lecturer, stylist and public & international relations officer in both corporate and academic establishments.

SCHOOL OF DESIGN

PLACEMENTS 2018



BEST PACKAGE OFFERED: **8 lac** | **WALT DISNEY AND Capgemini**

COLLABORATIONS



International Partners

Student Exchange | Visiting Faculty and Experts | Summer Courses

- | | |
|---|---|
| Domus Academy, Milan | University for the Creative Arts, UK |
| Media Design School, New Zealand | University of Winchester, UK |
| Nottingham Trent University, UK | BTK University of Applied Sciences, Germany |
| NHL Univ. of Applied Sciences Netherlands | NABA, Milan |
| Arts University Bournemouth, UK | |



NIDHIP MEHTA (Dean)

The School of Design offers specialized and flexible courses in four broad verticals - Interior Design, Product Design, Accessory Design and Communication Design. The faculty in the School is drawn from some of the most well reputed design schools around the world; they also have a wide array of practical experience in diverse design industries, providing a balanced approach to theoretical and practical teaching. The learning is characterized by the studio environment, where hands-on work, reflection, discussion, debate, and decision-making happen in a loose, collaborative atmosphere. Textbooks and exams are replaced by seminars, journals, projects, and field visits. Students also have the opportunity to link with other design disciplines through collaborative projects and exposure to multidisciplinary guest lectures and workshops run by industry professionals. Professional skills and attitude are also promoted through embedded soft-skills training, internships, live projects, and entrepreneurial training.

4 YEAR UG COURSE

- Interior Design
- Communication Design (Graphics / Interaction/ Animation-VFX)
- Accessory Design
- Product Design

2 YEAR PG COURSE

- Communication Design
- Accessory Design
- Interior Design & Styling
- Product Design

11 MONTH PROFESSIONAL PROGRAM

- Styling for Interiors
- Advertising & Graphics



UG COURSE

COMMUNICATION DESIGN

(GRAPHICS / INTERACTION / ANIMATION-VFX)

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

Certification : Media & Entertainment Skill Council (MESC)

COURSE OVERVIEW

The 4 Year UG Course in Communication Design equips students for content development in diverse media like print media, motion graphics, film and television, photography, digital media, animation, gaming, web and app design, and other interactive applications.

Communication Design (Graphics)

The Graphics Design course offers students an opportunity to pursue professional development in graphics, illustration, sequential art, typography, image processing, motion graphics and narration through variety of formats. The course's key competencies place emphasis on originality and conceptual development. Students work with traditional print media, as well as, contemporary digital formats which are essential skills to have for entering today's market.

Communication Design (Interaction)

Interaction Design is an interdisciplinary course where students learn how to build, analyze, and evaluate digital products, services, and tools. This course blends the technical comprehension with research methodologies to develop a unique conceptual approach to problem solving.

Communication Design (Animation & VFX)

Animation and Visual Effects is an interdisciplinary course in which students will learn the nuance of creating rich, immersive digital experiences. This course explores various techniques utilized by professionals in telling impactful ideas and stories through production and post-production processes.

CAREER PATHS

- Games Developer • Web Designer/Developer • 2D/3D Artist
- Character Designers • Visual Effects Artist • Motion Graphic Designer
- Broadcast Designer for Cinema and TV • Multimedia Designer
- Interaction Designer



UG COURSE

INTERIOR DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

NATA 2018 scores accepted

Location : Delhi, Jaipur and Mumbai

COURSE OVERVIEW

The program aims to develop the ability to conceptualize, plan, design, and detail functional and aesthetical interior spaces ranging from small residential spaces to large public/ commercial spaces. It trains you to creatively interpret cultural contexts both local and global, while integrating technical aspects such as structural systems, materials and construction, electricals, air conditioning, etc. The learning is project-based with options to explore both the complex functional, technical, planning aspects, as well as the softer artistic, aesthetic, thematic aspects of Interior Architecture and Design. The taught skill-set includes research, strategic decision making, 3-D ideation; free-hand sketching, diagrammatic and technical drawings; digital drawing, model making, and various presentation skills.

CAREER PATHS

- Designer with Architecture and Interior Design firms • Freelancer • Consultant,
- Design Practitioner • Self-Employed Designer • Craft Entrepreneur • Researcher
- Critic • Educator • In-house Expert Designer • Stylist • Artist



UG COURSE

PRODUCT DESIGN

Duration : 4 Years

Eligibility : 10+2, in any discipline

NATA 2018 scores accepted

Location : Delhi and Mumbai

COURSE OVERVIEW

The 4 Year UG Programme in Product Design focuses on creating professionals who are not only well balanced in their design knowledge and skills but who also understand the larger contexts of design in our complex world today. Our endeavour is to not just teach the basics of Design Process, Design Research, Style & Aesthetics, Form Generation & 3D Modelling, Craft and Manufacturing Technology but to also develop competent, creative and ethical product designers who are intellectually mature, ecologically sensitive, and socially responsible.

CAREER PATHS

- Product Designer • Independent Design Consultant
- Entrepreneur • Researcher • Manufacturing Consultant • In-House Designer



UG COURSE

ACCESSORY DESIGN

Duration: 4 Years

Eligibility: 10+2 pass in any discipline

Location: Delhi, Jaipur and Mumbai

Certification: Gem and Jewellery Skill Council of India

COURSE OVERVIEW

This program will help students to visualize and create lifestyle accessories and systems right from the most basic to high-end luxury using different materials, processes and technologies.

With the global exposure, the focus of the masses is shifting towards enhancing their lifestyle and therefore an increase in demand for designers to provide for a person's lifestyle, right from the most basic, to high-end luxury. Thus, this course will not only equip students to design personal accessories like Jewellery but also other lifestyle accessories like laptop/ mobile covers, household accessories (candle stands, lampshades, decorative items), and gifting items etc.

CAREER PATHS

- Accessory Designer • Footwear and leather Accessory Designer
- Jewellery and precious metal Accessory designer • Trend Researcher
- Technical Consultant • Design Trend Forecaster • Toy Designer
- Craft Design Specialist • Luggage/Footwear Designer • Design Educator



PG COURSE

INTERIOR DESIGN & STYLING

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Jaipur and Mumbai

COURSE OVERVIEW

The 2 Year PG course in Interior Design & Styling explores the interior built environment through the lens of human habitation of spaces. The course explores the interactions between people and their cultures, emotions, and activities through various social functions of living, working, resting, and playing. The approach integrates technical, functional, theoretical, materials, aesthetics, and creative processes of design, with a strong emphasis on critical thinking, independent learning, and social/ecological consciousness. After a basic exposure to the fundamental history and theory of interior design and through design studio projects, students take advantage of a flexible elective curriculum that covers typologies across residential and commercial spaces.

CAREER PATHS

- Designer & Stylist with Interior Design firms • Furnishers
- Freelancer • Consultant • Design practitioner
- Self-Employed designer • Craft Entrepreneur
- Visual Merchandiser • Sourcing Managers with interior and furnishing firms
- In-house Designer • Stylist • Artist



PG COURSE

PRODUCT DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

COURSE OVERVIEW

The 2 Years PG Programme in Product Design at Pearl Academy is structured to be an extension to a student's undergraduate training - leveraging existing skills, layering it with product design and thinking skills to investigate and innovate from their unique perspective and experiences.

The course focuses on building distinctive, authentic and pragmatic design value for the new global economy. The impetus is to sharpen a student's design intellect by developing in each student critical thinking and product making skills in order to prepare them for professional design practice.

Through the lens of product design, students will critically engage with complex issues like sustainability, system design, social responsibility, production economy and manufacturing, global and local design imperatives and technology.

Students will learn various paradigms of product design, skills and techniques such as human factors, materials & processes, quantitative & qualitative research, cognitive ergonomics, CAD-CAM inputs, design strategy and social sciences.

Student will explore these themes from the edges of technology including digital fabrication, AI, VR, IoT and robotics. Students will investigate ways to integrate these considerations and improve industry, human life, and the planet.

The program brings in opportunities for students to work on multi-disciplinary projects with government organizations, social organisations, MNCs and MSMEs and large manufacturing houses

CAREER PATHS

- Multi-Product Designer • Product Design Freelance / Consultant
- Design Researcher • Technical Consultant • Design Trend Forecaster
- Industrial Designer • Interactive Product Designer • Toy Designer
- Craft Design Specialist • Luggage/Footwear Designer
- Design Sustainability Expert • Furniture Designer • Lighting Designer
- Design Head for Design Brands • Product Design Blogger
- Product Design Educator • Material Specialist (Steel/Wood/Plastic products)
- Digital Design Expert



PG COURSE

ACCESSORY DESIGN

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi, Mumbai and Jaipur

COURSE OVERVIEW

The 2 Years PG Programme in Product Design at Pearl Academy is structured to be an extension to a student's undergraduate training - leveraging existing skills, layering it with accessory design, style and trend skills

The programme focuses on educating & creating design professionals who are equipped to perform efficiently in the highly competitive, dynamic accessory industry. Our endeavour is to not just teach the basics of Design Process, Design Research, Style & Aesthetics, Form Generation & 3D Modeling, Craft and Manufacturing Technology but to also develop competent, creative and ethical accessory designers who are intellectually mature, ecologically sensitive, and socially responsible.

The students will exhibit competency in design and development of accessory and similar collections for the retail industry. Their ability would extend from concept development from inspiration to 3D realization, integrating market, consumer, and technical requirements, trends and influence application and production feasibility. The course will focus on design specialization along with contextual socio-cultural, environmental as well as business and commercial understanding. This program will help students to visualize and create lifestyle accessories and systems right from the most basic to high-end luxury using different materials, processes and technologies.

CAREER PATHS

- Accessory Designer • Luggage/Footwear Designer • Digital Design Expert
- Design Sustainability Expert • Trend Researcher • Technical Consultant
- Design Trend Forecaster • Lifestyle Designer • Craft Design Specialist
- Furniture Designer • Lighting Designer • Accessory Design Blogger
- Accessory Design Educator • Material Specialist



PG COURSE
COMMUNICATION DESIGN

Duration : 2 Years
Eligibility : Graduation in any field
Location : Delhi and Mumbai
Certification: Media and Entertainment Skill Council

COURSE OVERVIEW

The 2 Year PG course in Communication Design equips students for content development in diverse media like print media, motion graphics, film and television, photography, digital media, web and app design, and other interactive applications. It helps students to develop a personal and visual vocabulary using hand skills, artistic expression, and creative strategy, along with appropriate software tools.

The course aims to formulate a fundamental foundation and build a sound, basic grounding for later disciplinary competencies in the domain. The modules like 'Design Context' and 'Image Creation' will introduce and provide the conceptual, theoretical and applied knowledge for Graphic Design and Advertising. The basics of Communication Design and its impact across industries will also be introduced along with key research methods, analytical ability to investigate consumers, markets and techniques used in analysis of markets and end users. Later the students will begin to consolidate learning in design thinking and media, and apply it to solve design problems in graphics/ advertising communication. The students are encouraged to come to terms with reality of the Design Management world. Later the student will be engaged in professional practice and industry linked live project or industry analysis projects.

CAREER PATHS

- Graphic Designers • Visualizers In Advertising Agencies • Illustrators
- Design Entrepreneurs • Design Researchers • Exhibition Designer
- UI Designer • Web Designer • Motion Graphic Designer • Digital Advertising • Social Media Designers • Design Entrepreneur



PROFESSIONAL PROGRAM

STYLING FOR INTERIORS

Duration : 11 Months

Eligibility : 10+2

Time : Morning / Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

This one-year Professional Certificate Course is designed to introduce the elements and principles of Interior Decoration that can be used to create visually appealing and aesthetical interiors. The course will help enhance the creativity and provide an understanding of Décor elements that can be applied to come up with striking and pleasing interior decoration schemes for residential, commercial and retail spaces. It will touch upon the basic elements of styling and window displays.

The course focuses on awareness of current global trends and fashions in the field of Interior Decoration, and also gain basic understanding of materials and finishes used in the industry.

Concepts and ideas can be translated into reality, with the help of practical design exercises and assignments and also gain valuable ideas and tips about sourcing materials, accessories, furnishings and furniture.

CAREER PATHS

• Interior Decorator • Design Consultant • Visual Merchandizer • Sourcing Manager • Interior Accessory Designer • Interior Stylist • Décor Journalist



PROFESSIONAL PROGRAM

ADVERTISING & GRAPHICS

Duration : 11 Months

Eligibility : 10+2, in any discipline

Time : Morning / Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

This 11 month professional program is designed for professionals who are looking to develop their communication skills and gain essential knowledge regarding digital graphic designing tools and techniques. Participants will learn to create effective visual communications in a project-based curriculum. In the first semester, students will learn software skills as they develop their understanding of design principles for visual media. They will focus on image creation with graphics and photography, and how it is applied to a range of distribution channels. In the second semester, students will develop skills for research techniques in marketing and branding, motion graphics and mixed media production for application in independent projects. The program combines a studio practice with lectures, workshops, seminars, and citywide activities in the profession of digital media production and graphic design.

CAREER PATHS

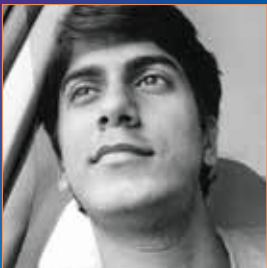
- Graphic Designer • Visualizer • Publication designer • Digital media artist
- Photographic re-toucher • Layout & Print designer

ALUMNI SPEAK



'At Pearl Academy, students are trained to zoom in and out of a space such that they formulate a strategic scheme of large projects as well as pay attention to the minutest details.'

Prerna Jain (Design Head, SPOT)



'At present I am working as a Motion Graphics Artist at Studio Fry. At Pearl Academy, I have experienced that design solves problems and helps explore new avenues.'

Arush Dev (Motion Graphic Artist, Studio Fry)



'Pearl's Communication Design course was my launch pad. Today I am running a design and brand asset management consultancy firm, Fejjo, with a team of 15 talented people who make the business what it is today. We have clients like TATA, GE (General Electric) and GAIL (India) Limited to name a few.'

Harmind (Graphics Designer)



'It's been a fabulous journey that started with experimenting and having fun at Pearl Academy to facing real clients in the real world and now designing across the length and breadth of the country.'

Vidisha Singhal (Product Designer)

FACULTY



Michael Louis Dotolo
· Master of Fine Arts (MFA), Interactive Media & Environment from Hanze Hogeschool Groningen
· Over 8 years of academic experience



Tapan Chakravarty
· Masters in Urban Design, B. Arch.
· Over 22 years of experience in academics, and is a freelance design consultant



Srishti Bajaj
· MA RCA Design Products from The Royal College of Art, London
· Voted amongst 'The top 20 creative entrepreneur in India' by IIM and the British Council



Vikram Mathur
· B. Arch from the School of Planning & Architecture, New Delhi
· Has 22 years of experience and has handled projects for brands like Hitachi India Trading Pvt. Ltd etc.



Ajit Bhandari
· 10+ years of experience as a fashion and lifestyle accessory designer and design consultant
· He has been associated with brands like Walmart Global, Normak Fashions, Estelle etc



Saurabh Kumar
· Undergraduate in Design from NIFT Delhi
· Over 15+ years of rich experience in Research, Design Strategy Sustainable Socio-business Models, Curriculum Design, Art & Design Pedagogy and Industry Cluster Development projects.



Dr Srinivasan Badrinarayanan
· PhD in Architectural Education (SPA) with over 30 years of Academic & Industry experience
· B. Arch from School of Planning & Architecture



Puja Anand
· A Graduate Diploma holder in Interior Designing
· Around 13 years of experience in academics and industry



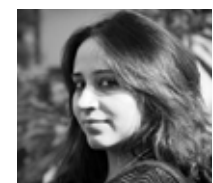
Fiza Shaikh
· Has extensive hands-on experience in developing space planning concepts and interior programming documentation in India and abroad



Gopal Meena
· Spatial Experience Designer, specializing in Exhibition, Retail & Interior spaces
· Postgraduation in Design for Retail Experience from NID



Moreno L. Felipe
· Master's in Education - Teaching & Learning Strategies from Tecnológico de Monterrey
· Over a decade of professional experience in the design industry



Urvi Khanna
· An interdisciplinary artist, designer, photographer and marketing communications professional
· Over 17 years of industry experience

SCHOOL OF MEDIA

PLACEMENTS 2018



**BEST PACKAGE
OFFERED:**



4.0 lac



COLLABORATION



Member of the International Foundation
of Fashion Technology Institutes (IFFTI)



International Partners

Student Exchange | Visiting Faculty and Experts | Summer courses

Domus Academy, Milan

Nottingham Trent University, UK

University of Winchester, UK

Manchester Metropolitan University, UK

NABA, Milan



PROF. UJJWAL K. CHOWDHURY (Dean)

The School of Media prepares young graduates to communicate professionally and ethically using new-age media to engage audiences through Journalism, Media and PR. The school offers specialized courses in three verticals – Media, Journalism, Entertainment, Advertising and Marketing. Apart from classroom teaching, students also get benefited from interaction with media professionals through regular guest lectures, master classes, with experienced journalists. Students will get live briefs in the classroom, explore consumer behaviour and also get exposure to work related experiences. Pearl Academy has tie-ups with industry giants and other international institutes to facilitate student learning. Exposure to newer mediums like electronic journalism, social media, marketing and public relations, advertising and copywriting and strategic communication will act as an impetus for the students.

4 YEAR UG COURSE

Fashion Media Communication

3 YEAR UG COURSE

Media & Communication (Journalism)
Media & Communication (Entertainment)
Advertising & Marketing

2 YEAR PG COURSE

Fashion Communication
Media & Communication (Journalism)
Media & Communication (Entertainment)
Advertising & Marketing

11 MONTH PG PROGRAM

Events & Experiential Marketing

11 MONTH PROFESSIONAL PROGRAM

Professional Photography
Digital Filmmaking



UG COURSE

FASHION MEDIA COMMUNICATION

Duration : 4 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

Certification : Media & Entertainment Skill Council (MESC)

COURSE OVERVIEW

This undergraduate course in Fashion Media Communication trains the students for communicating, promoting and creatively presenting fashion and lifestyle to different audiences. It provides a solid foundation for career in areas like fashion journalism, fashion photography, publishing, fashion videos, creative and art direction, PR, and event design. This course dynamically responds to demands from the industry and helps students hone their skillsets in digital media for fashion and lifestyle.

Students will be taught by a team of experienced industry professionals and practitioners. They will get to work closely with fashion editors, designers, FDCI media partners, bloggers, digital media professionals, undertaking live projects and industry internships.

CAREER PATHS

- Content development • Online journalist • Digital PR • Social media strategist
- Fashion photographer • Producers for fashion films
- Fashion journalists • Event designers • Assistant producers
- Fashion writers / correspondents • Stylists / shoot coordinators
- Production assistants • Fashion researchers



UG COURSE

MEDIA & COMMUNICATION

(JOURNALISM)

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

COURSE OVERVIEW

This course offers a new age, design-based, digital and tech savvy journalism & media program – unique in the country. A strong focus is on new media journalism, Mojo (mobile journalism) and all digital communication platforms. Students will be trained to use hi-end video cameras as well as mobile phones as their tool for creating powerful & impactful news content. There will be several opportunities to attend real-life press conferences, assist senior journalists in news reporting. Special workshops on reporting for sports & celebrity events will give opportunities to spend a day with paparazzi media and a day in a sports event. Students will learn from experienced and practicing journalists, filmmakers, television anchors, photojournalists and other media professional. Well connected with industry through live industry-sponsored projects, talks from leading industry experts and industry internship. Throughout the undergraduate program the integration of theory and hands-on practice through to industry-standard practices complements the students' development of scholarly skills, including investigative skills, and analytical, creative and critical approaches to problem solving.

CAREER PATHS

• Content Creators • Research & documentation Journalist • TV Correspondent
• Director • Editor • Screenwriter • Online Journalist • RJ • Producer • VJ



UG COURSE

MEDIA & COMMUNICATION

(ENTERTAINMENT)

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

COURSE OVERVIEW

This course prepares students for careers in the entertainment sector that comprises of: film, TV, digital media, music & theme parks / live entertainment etc. It will train students to become confident storytellers with skills in management of the creative and production process from concept through completion across a range of media platforms from television, to online, mobile to big screens, and experience zones. It is a unique course that will provide you with a deep knowledge of current practices in the media and entertainment sector to ensure quality content and smooth productions, meeting deadlines, and staying within budgets.

CAREER PATHS

- Content Creators
- Research & Documentation content writer
- Copywriter
- Scriptwriter
- Screenwriter
- Audio and video production professional
- Editor
- Online content creator
- RJ
- Producer
- VJ



UG COURSE

ADVERTISING & MARKETING

Duration : 3 Years

Eligibility : 10+2, in any discipline

Location : Delhi and Mumbai

COURSE OVERVIEW

This course covers the business aspects (business promotion, brand communication, client servicing, planning, idea development, project management) of advertising & marketing industry.

This program will help students to develop an understanding and learn the nuances of Advertising & Marketing industry, along with inputs in business, consumer behaviour/psychology, media planning and buying, digital media.

This course would enable the students to understand the basic creative production processes along with managing budgets and monitoring planning and deadlines. It will cover market research, business development, planning, advertising & PR, organization and accounting/economics, time management, communication skills, technological and analytical skills for advertising and communications industry.

CAREER PATHS

- Media planning • Project manager • Account manager • Client servicing
- Business development executives • Marketing manager



PG COURSE

FASHION COMMUNICATION

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

Certification : Media & Entertainment Skill Council (MESC)

COURSE OVERVIEW

The 2 Year PG Pathway in Fashion Communication course is designed for graduates aspiring to build their careers in the fashion industry as fashion journalists (in print, digital or television), fashion photographers or even as event designers.

This Postgraduate professional program places a higher emphasis on professional practice within a global context where students experience an industry-focused curriculum through regular interactions with media professionals, and projects aligned to some of the leading fashion publications or fashion brands in the country.

The PG Fashion Communication curriculum includes photography, fashion illustration, typography, layout design, trends, styling, fashion public relations, fashion films, event design and the creative use of new digital platforms. Students will get well versed in fashion terminology, analytical ability, understanding and using media.

CAREER PATHS

- Event designer • Fashion Journalist • Digital media expert
- Fashion Photographer • Stylists • Production Assistants



PG COURSE

MEDIA & COMMUNICATION

(JOURNALISM)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

COURSE OVERVIEW

This is a high end focused multi-media journalism course based on convergence and bringing in new media strongly along with print and electronic journalism. This provides for learning technical and conceptual skills to produce stories across all media: offline (print), online (web), on air (radio and TV) and on mobile (news app based).

The areas covered in details are as follows: Electronic News Gathering & Producing for TV & Radio & Documentary Films; Digital & Mobile Journalism; Media Convergence; Fashion & Lifestyle; Photo Journalism; Media entrepreneurship; and Investigative Reporting, apart from Development Communication

CAREER PATHS

Content Creators • Research & Documentation • Director • Editor
• Screenwriter • Online Content Creators • RJ • Producer • VJ



PG COURSE

MEDIA & COMMUNICATION

(ENTERTAINMENT)

Duration : 2 Years

Eligibility : Graduation in any field

Location : Delhi and Mumbai

COURSE OVERVIEW

This is the first of its kind course in India to train specialists for a new and emerging domain who understand the nuances of media, music & entertainment segment. It is a unique live-project based Postgraduate professional diploma program that will provide students with a deep knowledge of current practices in the media and entertainment sector.

Students will undergo an extensive training in television production, talent management, backstage / backend operations, creative visualization for set design, sound & music, basics of choreography, for live interactive shows, experimenting with lights and production. Students will apply the principles of innovation to their advanced entertainment project, which may be a technology-aided design or a live performance.

CAREER PATHS

- Media Entry-level positions as 'Content Creators' • Research & Documentation
- Director • Anchor • Online content creators • RJ • Producer • VJ



PG COURSE

ADVERTISING & MARKETING

Duration: 2 years

Eligibility: Graduation in any field

Location: Delhi and Mumbai

COURSE OVERVIEW

PG Advertising & Marketing is a unique course that blends creative practice with the business of advertising. It will develop digital savvy advertising professionals with in-depth knowledge of marketing, copywriting and brand management. Industry speakers and adjunct professors drawn from leading advertising, marketing and design agencies are part of the faculty. As part of the curriculum, learners will be involved in international exchange programmes, live projects for an advertising, design or marketing agency. Some of the companies where Pearl students are working include JWT, The Communication Council, Ogilvy & Mather and Times Internet.

The two-year course is well-designed to give a sound knowledge of advertising practices, integrated brand communication strategy, digital marketing and analyzing the 'big data', preparing learners to seek opportunities in both agencies and corporate brand management in India or globally.

CAREER PATHS

- Advertising Business Development • Client Servicing Executive
- Media Planning Executive • Brand Management Executive
- Marketing Communication Officer



PG DIPLOMA

EVENTS & EXPERIENTIAL MARKETING

Duration: 11 Months

Eligibility: Graduation in any feild

Location: Delhi and Jaipur

COURSE OVERVIEW

This one-year Postgraduate course is co-developed and co-certified by Pearl Academy and India's largest and premier industry body - Events & Experiential Marketing Association of India.

The program focuses on direct communication channel through events and creating experiences, through roadshows, branded events, IPR events, corporate events, social-political events, religious events, international events, televised events, et al. It trains talent necessary for business development in events space, client servicing, sponsorship sales, event design, budgeting and operations management, event laws and permissions, integrating with mass media and social media, and event documentation and archiving.

The growing event industry is estimated to be valued around Rs 30,000 crore includes branded large events, weddings, festivals, family events or any event which engages vendors and professionals in their execution.

CAREER PATHS

- Event Business Developers • Event Client Servicing Managers • Event Designers • Event Creative Producers • Event Operations Managers
- Events Sponsorship Sales Managers • Event Presenters on Stage
- Event Finance Managers • Event Technical Operations Managers



PROFESSIONAL PROGRAM

PROFESSIONAL PHOTOGRAPHY

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

An intensive professional education providing core technical knowledge on digital photography with a provision for international exposure in Berlin (Germany) to orient students to latest technology, leading photography works and opportunity to discover their own areas of interest.

The course allows a broad intake from any discipline and of all age groups who are interested in creative sector/ photography and are willing to take up the challenges of the challenging media sector with an aptitude for photography/imaging.

The course offers an introduction to the practices & principles of imaging; basic understanding of photography and related equipment, history/Iconic photographers, wildlife photography, architecture, landscapes, interiors, product. A special module on fashion photography where students are briefed about backgrounds and props for different shoots; working with make-up artists, models and art directors and, most importantly, understanding the story board/subject from the art director/client, lighting, outdoor /indoor /studio.

CAREER PATHS

- Ecommerce photographers · Product photographers
- Sports photographers · Wedding · Photojournalists



PROFESSIONAL PROGRAM

DIGITAL FILM MAKING

Duration : 11 Months

Eligibility : 10+2

Time : Morning/ Afternoon

Location : Delhi and Mumbai

COURSE OVERVIEW

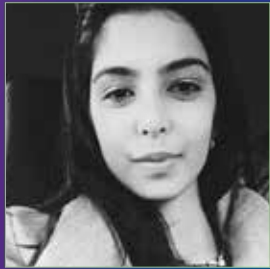
The one-year specialized program is designed to train learners in two key dimensions of film-making – storytelling & production. The course gives an overview of film studies, basics of film budgeting and audio visual productions, including web entertainment.

Post training, each learner gets placed for two months in a film production, television production house, sound design house, ad films production house, or a web entertainment company. Students visit either a production house, a television channel, or an actual set of a film shoot once in a month as part of their course. Adjunct professors drawn from industry teach specialized parts of the modules and offer learners to be associated with them on live projects.

CAREER PATHS

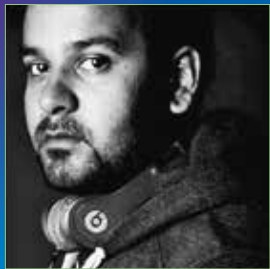
- Script-writers • Assistant Director • Production Assistant • Production Managers • Film Assistant Directors and Assistant Production Managers
- Assistant Video Editor • Assistant Cameraman • Sound Assistant

ALUMNI SPEAK



'After studying Fashion Media Communication from Pearl Academy, I found that I was drawn towards offbeat fashion avenues. Media and fashion have been my forte and it was my learnings at Pearl Academy that has made me an efficient producer at NDTV Goodtimes, one of India's leading lifestyle channel.'

Ria Gureja (Producer, NDTV Lifestyle)



'The kind of exposure we got from Pearl was phenomena with live projects, fashion week shoots, beauty shoots, architectural walks among others. All I can say is that Pearl taught us how to look through a camera's eye and guided us on what to look. BTK Berlin trip was superb.'

Abhishek Wadhwa (Photographer)



'I have done bachelors in Fashion Media Communication. I have worked as a marketing and digital head at Carma Pvt. Ltd. I have also worked with companies like Pernia's pop up shop, Creative marketing fix, Good Earth and PR Pundit. I freelance with start-up designers as I love building brands and get them the recognition they deserve.'

Aanchal Nagar (Brand Manager, Varnika Arora)

FACULTY



Meha Jayaswal

- MBA in Media Management and Fashion Journalism from LCF, UK
- 20+ years of experience in the industry and academics



Rohit Dhingra

- Graduate in Professional Photography from University of the Arts, London
- Renowned fashion and advertising photographer



Aparna Mudi

- A NIFT Delhi Alumnus
- Fashion Blogger
- Worked with media organisations like Zee media Corporation Limited and India Today Group



Asmita Aggarwal

- Has 25 years of experience in journalism.
- Has worked with media houses like Hindustan Times, The Asian Age, India Today, a 100-year-old French fashion magazine L'Officiel



Pritesh Rao

- Over 25 years of experience in Photography
- Conducted over 500 workshops on Photography for Companies, Associations, Schools & Colleges in India



Saher Motiwala

- Graduate from LCF, UK in Marketing & Promotions with 9 years of work experience
- Holds a Certificate in Photography and Styling from Central Saint Martins College, London
- Has worked with organizations like NDTV Goodtimes, India Today Group.



Sonika Tewari

- P.G. Diploma in Mass Communication & Journalism
- Over 8 years of Academic and industry experience and has worked with TV channels like Sahara Samay & ZEE News



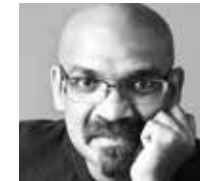
Anand Bhishey

- More than three decades of experience in the e-learning, internet, news television and print sectors
- Has contributed to major media outlets like rediff.com, The Independent, the Sunday Observer and The Pioneer



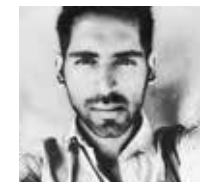
Asheesh Saini

- Alumni, NIFT
- Over 14 years in Films, Graphics Copy-writing, Visual Merchandising Production Design, Photography, Packaging Design, Fashion & Clothing Design



John Edwards

- A professionally qualified engineer, self explored artist, avid photographer and a teacher
- 13+ years in Media, Publishing & Advertising as a Photo Journalist, Chief Photographer, Photo Editor, Art Director and Director-Creative



Anuj Lall

- NIFT Mumbai Alumnus
- A Fashion Styling & communication specialist
- Worked with brands like ELLE, NDTV, FEMINA, GQ, Mynta & Star world



Ramesh Tahiliani

- 20 years in Advertising: Ogilvy, McCann, BBDO, Grey, Bates, TBWA
- Teaches Fashion Marketing, Branding, Consumer Behaviour and Advertising

AWARDS AND RANKINGS

Best Design College In India

- ASSOCHAM (2016, 2017, 2018)

Ranked amongst the top 25 Fashion Colleges in the world

- BoF (Business of Fashion) Global Fashion School Rankings 2017 (Graduate)

Best Private Fashion College in India

- INDIA TODAY – MDRA SURVEY 2018

Best Private Fashion College in India

- OUTLOOK-DRSHTI SURVEY 2017

Awarded the 'Excellence in Design and Fashion Education'

- Mid-day Excellence in Education Awards

Best Education Brand (2017) In Fashion Design Category

- THE ECONOMIC TIMES

Ranked no.1 under 'Fashion Design School Category' (Delhi, Noida Campus)

- EDUTAINMENT AWARDS 2017



FUTURE PATH

Pearlites at institutions in India and abroad for further studies.

INTERNATIONAL

Torrens University, Australia
Academy of Art University, San Francisco, USA
Atlanta University, USA
Berkeley College, USA
Boston University, USA
BTK University of Art and Design, Berlin Central
Saint Martins, UK
Chelsea College of Art and Design, London
Creative Circus College &
University, USA Domus Academy, Italy
Fashion Institute of Design & Merchandising
(FIDM), Los Angeles, USA
Florence Design Academy, Italy
George Brown University, Canada
GIA, California, USA
Golden Gate University, USA
International Centre of Photography, NY, USA
Istituto Marangoni, Italy
Istituto Marangoni, London
Kent University, USA
Kingston University, London
London College of Communication, UK
Manchester Metropolitan University, UK
MICA, Baltimore, USA
Northumbria University, Newcastle, UK
Nottingham Trent University, UK
Parsons School of Design - The New School, NY,
USA
Polimoda, Italy
Pratt Institute New York, USA
Pratt Institute School of Architecture, New
York, USA
Raffles, Singapore
Savannah College of Art & Design, USA
Trinity College, Dublin, Ireland
University for the Creative Arts, UK
University of Edinburgh, Edinburgh College of
Art, UK
University of Southampton, UK
University of Winchester (School of Art), UK
Winchester School of Art, UK



NATIONAL

CEPT, Ahmedabad
IIM, Raipur
ICFAI, Gurgaon
IIT, Delhi
IIFT, Delhi
Indian School of Business
IIM, Udaipur
Jaipur National University
National Institute of Design
(NID), Ahmedabad
IIM, Rohtak
IIM, Kashipur
IMT, Ghaziabad
SP Jain Mumbai
SP Jain Dubai

PEARL EXPERIENCE

At Pearl Academy, students get a fine blend of acclaimed faculty, state-of-the-art educational tools and opportunities to showcase their talents.



Students accompanied Manish Arora at Paris Fashion Week 2018



Students worked backstage at Milan Fashion Week



Pearlites showcased an array of conceptual products and designs at Pune Design Festival



School of Media students attended Media Rumble 2018



Pearl Academy's students reimagine Mumbai through #MumbaiByDesign



Students showcased their work at 'Making Design Visible' presented by Association of Designers of India.



Pearlites turn Jaipur Design Carnival into a creative showcase of their skills



Pearlites across all 4 campuses came together to re-discover Ramayana at Open Lab, Jaipur



Students as media volunteers for the Amazon India Fashion Week and Times Lit Fest.



Pearlites contributed to the branding of TEDx Jaipur

PORTFOLIO

Portfolio is the annual graduating event for Pearlites wherein they showcase their final projects. Like past years, Portfolio 2018 was a huge success where more than 1500 students from Delhi, Noida, Mumbai and Jaipur had put together an amazing show in their respective cities. The event witnessed Panel Discussions with industry stalwarts, Design Immersion Workshops, Fashion Shows in all three cities.





Delhi: School of Fashion displayed their work at the prestigious Amazon India Fashion Week (AIFW). This year, almost 400 students from across Delhi and Noida campuses and selected students from Mumbai and Jaipur campuses displayed their best creations at AIFW. Students from School of Design, Business and Media showcased their work at Rajouri Garden campus. Eminent personalities such as Anthony Lopez, Lopez Design; Bishwanath Ganguly, Country Manager, Forever New; Vivek Vaswani, actor, director and producer were present among other distinguished guests. The graduating students from Luxury Brands and Global Luxury Brand Management presented their dissertation projects at DLF Emporio, Vasant Kunj.



Noida: The one-day event included an exhibition of ingenious projects by students from School of Design and School of Business. The event was held at the Noida campus and saw a large number of students showcasing their masterpieces. Eminent personalities such as Madhav Raman, co-founder of Anagram Architects; Sumit Dagar, entrepreneur and product design lead at IMG, participated in a panel discussion 'Failing to Succeed' and felicitating the works of student.



Jaipur: The one day event created an electrifying interactive space that successfully engaged many intellectuals, creative aspirants, and budding talents from the city. The event included an exhibition of ingenious projects by students from School of Design and School of Fashion. Well-known fashion stylist and choreographer, Prasad Bidapa was the chief guest at the event. There was also a panel discussion called 'The Conversation' with industry experts such as Anshuman Sharma, Chairman Elect, IIID; Akshat Rao, Producer, Director, Olive Films and Deepak Gehlowt, practicing architect. Other prominent names present on the occasion included Vikram Joshi, owner Rangotri and Founder member, Jaipur Bloc; Yunus Khimani, director, City Palace Museum; Swati Vijaiavargie, fashion designer, Lakme Fashion Week; Mamta Mansingka, Owner, Kilol and many others.



Mumbai: Mumbai portfolio witnessed events encompassing panel discussions, eye-catching exhibits by graduating students, a dance recital and a fashion show. The panel discussion held on the topic – Mumbai by design: The Creative Surge had Mumbai city's creative community, experts from various domains of design and media discussing about how the graduating Design Students could, through their projects, transform Mumbai into a more inclusive and equal city. A special panel discussion called 'WEconomy', was very innovatively conducted in the World Café format, to discuss the emerging trends of modern economy, the rise of new business models and conceptualization of the term WEconomy. The Fashion Design students showcased their best collections. Prominent industry guests attended the fascinating fashion show including Nikhil Mehra, a Pearl alumna, from Shantanu & Nikhil; Meher Castelino, James Farrera, Vaishali S, Mohit Dhanjal CEO, Raymond; amongst others.



GLOBAL LEARNING

(International Faculty Exchange & Alliances)



INTERNATIONAL FACULTY

Full-time

- Antonio M. Grioli – Dean, School of Fashion
- Maria G. Keischgens – Consultant, School of Fashion
- Moreno L. Felipe – Consultant, School of Design

Visiting

- David Goldsmith - Parsons The New School, USA
- Clare McTurk - Manchester Metropolitan University, UK
- Kerry Curtis - Bath Spa University, UK
- Murphy Ingrid - Cardiff Metropolitan University, UK
- Dr Keireine Canavan - Cardiff Metropolitan University, UK
- Basia Szkutnicka - Hong Kong Polytechnic University, Hong Kong
- J. R. Campbell - Kent State University, USA
- Colin Renfrew - Manchester Metropolitan University, UK
- Robyn Healy - RMIT University, Australia
- Robert Ott - Ryerson, Canada
- Jane Ledbury - Manchester Metropolitan University, UK
- James Clark - University of the Arts London, UK
- Justin Burns - Leeds Beckett University, UK
- Grayson Bass - Rotman School of Management, Canada
- Lisa Richardson - Arts University Bournemouth, UK
- Andrew Connor - University of Edinburgh, UK
- Edward Hollis - University of Edinburgh, UK
- Adrien Yakimov Roberts - Accademia Costume & Moda, Rome
- Dr. Shubhapiya Bennur - Jefferson University, USA
- Dr. Manjeet Ridon - De Montfort University, UK
- Paul Holmes - Edinburgh Napier University, UK
- Neil Bottle - University for the Creative Arts, UK
- Tom Morgan - University for the Creative Arts, UK
- Susanne Goetz - Fashion Institute of Technology, New York
- Allan Murray - Falmouth University, UK
- David Salow - ArtCenter College of Design, USA
- Jose Castro - Miami International University, USA
- Susan K. Slomback - USAID Goldozi Project
- Anna Boggon - University of the Arts London, UK
- Aftab Gharda - University of Derby, UK
- David McGravie - University of Derby, UK
- Tracy Pritchard - Falmouth University, UK
- Stuart Barthelomeo - Arts University Bournemouth, UK
- Tim Edger - Arts University Bournemouth, UK
- Barbara Tully - Coventry University, UK
- Fabio Novembre - Fabio Novembre Studio, Italy
- Gavin Bishop - Children's book author and illustrator, New Zealand

OVER 350 STUDENTS WERE PART OF INTERNATIONAL OPPORTUNITIES IN 2018

18 STUDENTS ACCOMPANIED MANISH ARORA AT PARIS FASHION WEEK

PEARLITES AT INTERNATIONAL EVENTS

- Paris Fashion Week
- Global Grad. Show, Dubai
- International Design Awards
- Air France Manish Arora Contest
- A' Design Awards and Competition
- James McGuire Business Plan Competition
- World of Wearable Art (WOW)



Pallavi Yadav
India
Representative,
The Copenhagen
Fashion Summit
2018



Surya Pratap Singh
Representative,
Graduate Fashion
Week 2018,
London



Ashita Singhal
Winner, James
McGuire Business
Plan Competition
2018



Akangksha Sarmah
Representative,
Global Grad Show
2018, Dubai



Seerat Virdi
Finalist,
The Redress
Design Award
2018, Hong Kong

INDUSTRY INTEGRATED CIRCUIT

With industry leaders, globally renowned professionals and some of the biggest names in fashion, design and media gracing its many seminars and workshops, Pearl Academy provides its students with a chance to learn and interact with these veterans.

99% PLACEMENTS IN 2018
500+ COMPANIES ON CAMPUS

MASTERCLASSES IN ASSOCIATION WITH FDCI

Pearl Academy in collaboration with FDCI engages veterans with students. They share their experiences, views and insights about processes and culture of the industry.



Rahul Mishra



Pankaj & Nidhi



Rina Singh of EKA



Amit Aggarwal



Sukhet Dhir



Anavila Misra

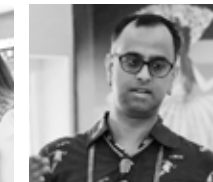
INDUSTRY IN CLASSROOM



Nida Mahmood
Fashion Designer



Nauheed Cyrusi
Actress, Model & VJ



Himanshu Verma
AKA the Saree Man,
Director, Red Earth



Maithili Ahluwalia
Creative Director
Bungalow 8



Manish Arora
Fashion Designer



Kartik Desai
Principal - Asha
Impact



Nachiket Barve
Fashion Designer



Clare McTurk
Principal Lecturer,
Manchester Metropolitan
University, UK



David Goldsmith
Asst. Professor, Parsons -
The New School, USA



Hafeez Contractor
Architect



Gaurav Jai Gupta
Founder - Akaaro



Ayush Kasliwal
Founder, AKFD and
Co-Founder, Anantaya
Decor



Debraj Sengupta
Luxury Marketing &
Sales Professional,
Country Head
-Watches(P&L),
CMO(Brand
Custodian), Victorinox
India Pvt Ltd.



Pedro Gomes
Founder & Managing
Creative Director,
Pedro Gomes Design,
Aveiro Area, Portugal



Laila Tyabji
Founder - Dastakar



Rajdeep Sardesai
Journalist

CAREER SERVICES

Pearl Academy goes the extra mile to ensure its students get a head start in their professional career through a series of alumni workshops.

HR SUMMIT SERIES

Top recruiters from companies like Design World Wide, Furnish your Dreams, Jabong, Abaxial Architects, PM Design, Kalpana Sarees visited Pearl Academy. Panelists talked about two key issues – What to expect during 'First 60 days in a company' and 'employability'. Final year students get the chance every year to interact with the industry experts.

PEARL ALUMNI NETWORK

We have our official alumni network - Alma Connect, to strengthen alumni relations and increase networking opportunities.



LIVE INDUSTRY PROJECTS

It is a platform created for interaction of the new talent pool from academy, with the corporate world of sustained development, through design & innovation.

LIVA Project

Pearl Alumni showcased their collections at a fashion show organized by NABA Milan - Italy on 22nd June, 2018 using the fabric sponsored by Liva (Aditya Birla Group).



REZA

"REZA" Pet Wear- PG Fashion Design students made uniform for Haryana Police using the traditional textile from Haryana by "REZA". REZA is popular in organic cotton yarn which comes from the cotton gram in Haryana belt without using any chemical process.



VIVACI

Ms. Tithi Lodha, PG Fashion Communication year 2 student. She has executed all Social Media content, Shoots and managed peripheral activities for Dubai based Modern Luxury clothing Brand, Vavci.



REDESIGNING INTERIORS OF DAULAT RAM COLLEGE

The Interior Design and Styling students designed and manufactured the furniture for the reception area, made installations for the vertical surfaces and also provided landscaping solutions for Daulat Ram College, Delhi University.



CREATIVE IMPACT

Pearl Academy has always been an active participant in the social arena, using art and design as a medium to raise awareness and help address social issues. Through a series of activities, workshops and initiatives Pearl Academy constantly strives to fulfil its social responsibility.

ORANGE PROJECT

Pearlites celebrate success and womanhood. They rocked the 'Orange Label Project' organized by UN and London College of Fashion (LCF) bringing us laurels and prizes in various categories.



PURKAL YOUTH DEVELOPMENT SOCIETY

Pearl Academy has undertaken a project to support PURKAL YOUTH DEVELOPMENT SOCIETY (PYDS). The Academy has given 100% scholarship to 3 kids. PYDS provides free holistic support to economically underprivileged children especially girls in terms of excellent classroom learning, blanket health cover, comprehensive nutrition etc.



HOPE FOR ACID ATTACK SURVIVORS IN INDIA

Alumni Pragya Prasun, 2016 HERE FOR GOOD AWARDS HONOREE for exceptional social impact work for acid attack victims.



TIHAR PROJECT Pearl Academy's "Weaving Behind Bars" project teaches weaving and entrepreneurial skills to women inmates in Tihar Jail, New Delhi. It has set up a fashion laboratory in collaboration with Tihar Jail offering a unique opportunity to the women prisoners of Tihar Jail to build a holistic and independent life after prison. Fashion Laboratory is equipped with all the essential facilities and tools necessary for learning basics of design & construction in the prison premises. Pearlites had also participated in this initiative and constructed garments which were designed by these inmates for Tihar Fashion Lab's convocation.



SETU PROJECT Pearl Academy collaborated with SETU, a Noida-based NGO, to empower economically backward women with life skills and enable them to have a sustained livelihood. Inspired by PM Narendra Modi's 'Teach to Transform' campaign, the academy introduced a three-month certificate course that imparted stitching and garment construction skills to these women with the aim to help economically backward women become entrepreneurs and thereby transform their lives.



FASHION IS CONTAGIOUS Pearl Academy organized a fashion march titled 'Fashion is Contagious' to create awareness on the use of masks to curb the rising air pollution levels in Delhi. 200 students from Pearl Academy rallied across Dilli Haat wearing fashionable and designer masks with matching outfits. Pearlites aimed to educate public on how to make style statement with masks by matching it with any outfit one wears.





Abhishek Tibrewal
Winner - Liva Protégé 2017

STUDENT ACHIEVERS



Uttara Sharma and Shailja Tandon
Winners - CaratLane Design Incubator 2018



Kumudini Kumar
Medal for Excellence at the India Skills National Competition 2018



Thira Goswami and Tanisha Singh
Winner - India Skills National Competition 2018



Jugal Desia & Anushka Sarawgi,
1st runner up - Elle décor Awards in student category



Suhail Suri
Winner - Adobe Design Achievement Award 2018



Priyanka Kalita
Winner - Roposo Fashion Fables 2.0



Riddhi Vora
Finalist - LODZ Young Fashion international competition, 2018



Gunjan Jain
Research Published in Textile View Oct 2018 Edition



Shimona Mehta
Working as Designer with Anna Sui in New York



Priyanka Sarkar
Representative - Bosnia Film Festival for her short film MAMASTE



Meghna Agarwal
Winner - "Through Her Lens Women Photography Contest 2018" held by Nikon India.



Neelisha Garg and Shikha Sharma
Finalist, Society Interior Design Competition



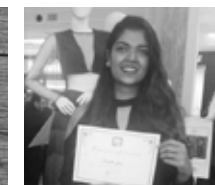
Payal Popli
Winner - Max Design Awards 2018



Kupu K. Zhimomi
Featured in WGSN for his project, "Indian Rule Breakers Report"



Rajul Golder
Winner - Max Design Awards, Best Ramp Appeal



Harshita Jain
Winner - DLF Emporio Design Awards 2017-18

QUALIFICATION

UNDERGRADUATE LEVEL

Students are enrolled for a Pathway of 11 month Diplomas that culminates in a Professional Diploma. These diplomas are internationally benchmarked, industry integrated and encourage interdisciplinary learning.

Indian Recognized Degree

Pearl Academy does not offer any degree program but facilitates learning for Bachelor's Degree at each of its campuses. Part of the content for Bachelor's Degree program is delivered in regular time table and special preparatory classes for the examinations are held throughout the year. Students in Delhi and Noida are facilitated for Bachelor of Arts from Delhi University. Students in Mumbai are facilitated for Bachelor of Arts from Mumbai University. Students in Jaipur are offered a Bachelor of Vocational Studies (B.Voc) in their specific field from Rajasthan ILD Skills University.

Registrations for the above are facilitated by the Registrar's office at Pearl Academy campuses.

Pearl Academy diplomas are internationally benchmarked. After completion of their Advanced Diploma at Pearl Academy, students have an option for a full credit transfer out of Pearl Academy to Torrens University, Australia towards an internationally recognized Bachelor of Design/ Bachelor of Business/ Bachelor of Media & Communication degree.

Students have the following options:

a) Transfer into Torrens University and complete one year in Australia

OR

b) Transfer into Torrens University and complete one year online.

Every year, a sizeable number of Pearl students have traveled abroad for pursuing higher education.

Pearl Academy is also affiliated with Sector Skills Councils under National Skills Development Corporation (NSDC), an initiative by Ministry of Skills, Government of India, for following certifications. Students will have the added option for availing these qualifications. More certifications will be added.

| Course | Level | Sector Specific Certificate |
|--|--------------------------------|--|
| Fashion Design | UG & PG | Apparel Made-ups & Home Furnishing Sector Skill Council (AMHSSC) |
| Fashion & Lifestyle Business Management | UG | |
| Fashion Business (Marketing & Merchandising) | PG | |
| Textile Design | UG & PG | |
| Global Luxury Brand Management | UG | |
| Luxury Brands | PG | |
| Design (Fashion and Textiles) | MA Diploma | |
| Communication Design | UG & PG | Media & Entertainment Skill Council (MESCC) |
| Fashion Media Communication | UG & PG | |
| Fashion Media Makeup | 11 Month Professional Programs | |
| Accessory Design | UG & PG | Gem & Jewellery Skill Council of India (GJSCI) |
| Fashion & Lifestyle Business Management | UG & PG | Retailer's Association Skill Council of India (RASCI) |

POSTGRADUATE LEVEL

On successful completion of PG level course at Pearl, a student will be awarded Post Graduate diploma in the chosen field.

All PG Diploma course offered by Pearl Academy are validated by Domus Academy, Milan, Italy.

ADMISSION PROCESS 2019

ADMISSION CYCLES

To cater to an increase in volume of applications each year and widen its pan-India reach, Pearl Academy offers more than 1 cycle for admission.

Please refer to the website <https://pearlacademy.com/admissions> for exam cycle dates.

We look out for talented, intelligent, ambitious students who are prepared to put in their best efforts to build the foundation for a successful and fulfilling career. We nurture young people who have the determination, potential and commitment to be the industry captains of tomorrow. So when we are assessing you, we will be particularly evaluating your career focus, your creative and aesthetic sense, your level of commitment and energy, your potential as a team member, your ability to handle stress, and of course, your communication skills.

For this purpose, every applicant passes through a 2-Stage Admission Process of written entrance test, followed by a personal interview. Applicant for 11 Months Professional certificate Program passes through 1 stage Admission process of Personal Interview only.

EXAMINATION PATTERN

UG Courses

Design Stream: General Proficiency Test (GPT) - 60 minutes and Design Aptitude Test (DAT) - 120 min

Business Stream: General Proficiency Test (GPT) only - 60 minutes

Media & communication (Journalism & Entertainment): General Proficiency Test (GPT) - 60 minutes and Media Aptitude Test (MAT) - 120 minutes

PG Course

Design Stream: General Proficiency Test (GPT) - 60 minutes and Design Aptitude Test (DAT) - 120 minutes

Business Stream: General Proficiency Test (GPT) only - 60 minutes

Media & communication (Journalism & Entertainment): General Proficiency Test (GPT) - 60 minutes and Media Aptitude Test (MAT) - 120 minutes

11 Month Professional certificate Program

Personal Interview only

ELIGIBILITY FOR UG & PG

For 3 Year / 4 Year UG course: 10+2, in any discipline.

For 2 Year PG Course / 11 Month PG program: Graduate in any discipline from a recognized university.

For 11 Months PG Advanced diploma (Pathway to MA):

Design (Fashion & Textiles): Graduates in Fashion and/or Textiles related areas / 2 Year full time PG Diploma in Design from any recognized university or institution/ Candidates with 3-4 years industry experience
Fashion Marketing: Graduates in any area or 2 Year full time PG Diploma in Fashion/Design/Management/Business from any recognized university or institution or Candidates with 3-4 years industry experience

For 11 Months Professional Certificate Program: 10+2 or equivalent

SELECTION OF CANDIDATES

Candidates are selected on Merit, based on their performance in the Written Admission Test and Personal Interview/ Portfolio Evaluation. The Course and centres will be awarded to successful candidates on the basis of their rank & preference. For 11 Month PG Advance Diploma (Pathway to MA) Design (Fashion & Textiles)- selection is based on Portfolio evaluation & Personal Interview only. For 11 Months Professional certificate Program - Selection is based on personal interview only. Result is declared for each Admission cycle as per the cut off / grades and weightages for norms decided by Admission / Selection committee of the Academy. Admission letter will be available online only with fee structure and necessary information.

Candidates will be required to pay the fees by stipulated date to secure their seats. In case a successful candidate does not pay the fees within the stipulated date, the seat will be offered to other deserving candidates. In case a candidate is not selected or has not been offered his / her desired course or centres in any Admission Cycle, it is open to the candidate to apply afresh for the next Admission Cycle. The norms of the Selection are the sole prerogative of the Pearl Academy Admission / Selection Committee and the decision of the Admission / Selection Committee and the Management in matters concerning the admission process and selection will be final.

FOR WAIVER OF GENERAL PROFICIENCY TEST (GPT) & DESIGN APTITUDE TEST (DAT)

[Only for UG Course Applicants]

NATA score card 2017 / 2018

Applicable only for 4 Year UG Course in Interior Design and 4 Year UG Course in Product Design

Please enclose a copy of NATA score card 2017 / 2018 (whichever applicable) along with the Application form.

[Only for PG Course Applicants]

Applicants of PG Course are entitled for waiver of General Proficiency Test (GPT) only if they have registered a minimum score as mentioned below. Such applicants will be called for Personal Interview directly subject to submission of valid scores.

- AIMA – MAT (2017 / 2018)
- CAT (2017)
- GMAT (2017-2018)

The minimum scores of MAT / CAT / GMAT for a waiver of GPT required are as under:

- Minimum MAT score of 500 or above
- Minimum CAT score of 60 percentile or above
- Minimum GMAT score of 450 or above

Please Note: Applicants seeking waiver of GPT are required to enclose an attested copy of the relevant valid Score Card along with this application form. In the absence of a copy of valid score card, waiver will not be accepted and the applicant will be required to appear in the GPT. Applicants of Design stream, who are allowed waiver of GPT, will be required to appear for Design Aptitude Test (DAT). Applicants of Media & Communication (Journalism & Entertainment) courses, who are allowed waiver of GPT, will be required to appear for Media Aptitude Test (MAT). Decision to grant waiver of GPT rests with Pearl Academy. Waiver of GPT is not automatic.

SCHOLARSHIPS

MERIT-CUM-MEANS SCHOLARSHIP

The Academy awards Merit-cum-Means Scholarships to new entrants (all centers) in all regular UG/PG/PG Advanced Diploma Masters Courses which allows meritorious students with limited means to benefit from a world-class education in Design, Fashion & Creative Business offered at Pearl Academy. The Merit cum-Means Scholarship provides partial waiver of tuition fee for the current academic year/ first year only.

Merit Criterion: Performance in (10/12th Examination/Graduation Level), Pearl Entrance Examination / Personal Interview

Means Criterion: Student whose annual gross parental /family income from all sources is maximum ₹ 6,00,000 are only eligible to apply

Additional Weightage: Wards of single parents

For more details, please visit www.pearlacademy.com

HOSTELS

In order to facilitate a safe and comfortable stay of outstation students, the academy offers hostel facilities across centres in Delhi, Noida, Jaipur & Mumbai

Procedure and Application Form for Hostels are available on our website

www.pearlacademy.com

HOW DO YOU APPLY?

ONLINE

Candidates can apply online at www.pearlacademy.com. Guidelines for applying online may be referred for the purpose. The Prospectus is available at Pearl website free of cost.

APPLICATION FEE PAYMENT

There are three options of making payments for application form

Credit Card / Debit Card - Candidates applying online through Credit / Debit card are not required to send print out of the application form.

Cash on Counter - Candidates applying online through Cash mode are required to send print-out of the application form and send it along with the cash amount of ₹2000. Please paste your recent passport size photograph on the application form, sign it and send it to the below mentioned address along with cash before the last date of form submission.

Demand Draft - Candidates applying online through Demand Draft are required to send print-out of the application form and send it along with the Demand Draft of ₹2000. Please paste your recent passport size photograph on the application form, sign it and send it to the below mentioned address along with the Demand Draft before the last date of form submission.

Note: Candidates are advised to keep the following ready with them before applying online:

- Credit / Debit Card or Cash on counter OR Demand Draft (Demand Draft must be in favour of "CREATIVE ARTS EDUCATION SOCIETY", payable at New Delhi)
- Scanned copy of passport size photograph [The photograph must be a recent passport size color picture, preferably in white background. Photographs with Caps, hats and dark glasses are not acceptable. The image should be in .jpg format only. Size of file should not be more than 1 MB].
- Scanned copy of valid CAT / MAT / GMAT / NATA score card (if applicable)
- Details of educational qualifications (marks / grade / year of passing etc.)

APPLY USING PRINTED (HARD COPY) APPLICATION FORM

FOR APPLICATION KIT (PROSPECTUS & APPLICATION FORM)

- Application Kit (Prospectus and Application Forms) will also be available at all Pearl Academy centres, Admissions Office against cash payment of ₹2000/-.
- Application Kit can also be obtained by sending a crossed Demand Draft for ₹2000/- to the following address before the last date:

ADMISSIONS DEPARTMENT

Pearl Academy

A-21/13, Naraina Industrial Area, Phase-II, New Delhi 110028

The Academy will send the Application Kit on receipt of such a request (accompanied by the Demand Draft) by Registered Post. Candidates are advised to keep a photocopy of the Application form for further reference.

ACKNOWLEDGEMENT OF RECEIVED APPLICATION

Online Application: On successful online registration and payment, an acknowledgement email would be sent to you, which would carry the following:

- a) Confirmation of successful Online Registration & Payment.
- b) Your Online Application Number.

Printed (hard copy) Application: On receipt of your completed Application, an acknowledgement email would be sent to you, which confirm the Receipt of Application Form. This acknowledgement email does not imply that you are eligible for the further screening process. It mainly declares that your application has been received.

ADMIT CARD

Common Admit Card for Written Test & Personal Interview: The Admit Cards of all eligible candidates, whose completed applications have been received in time, will be available on Pearl Website (www.pearlacademy.com)

The Admit Card will mention the date, time and venue of Written Test & Personal Interview.

Candidates are advised to check Pearl website for updates. Admit cards will not be sent by Post.

TO VIEW/PRINT ADMIT CARD

Candidates may VIEW/PRINT ADMIT CARD on admissions.pearlacademy.com. Print your Admit Card and Paste your duly attested passport size photographs. However, in case of any query/issue related to the admissions, you are advised to contact the Academy's Admission Office:

Toll Free No. : 1800 103 3005

Email: admissions@pearlacademy.com

HOW CAN YOU PREPARE FOR THESE EXAMINATIONS?

A set of the indicative questions is available on our website www.pearlacademy.com for reference of the candidates. A free online course 'Design Prep' is also available on www.pearlacademy.com/designprep that will help you to crack interview, design portfolio or prepare for an interview.

COMMUNICATION OF RESULT TO SELECTED CANDIDATES

The result of selected candidates will be available on the Academy's website admissions.pearlacademy.com

PROVISIONAL ADMISSION

Candidates who have appeared in the qualifying examination (12th / Graduation / equivalent) may also apply for admission. Such candidates will be offered Provisional Admission upon successfully clearing the Entrance Test / Personal Interview as per norms of the Academy. Provisionally admitted candidates will be required to give an Undertaking in the prescribed format declaring that they will submit the proof of successfully completing the qualifying examination latest by 30th November, 2018, failing which their provisional admission is liable to be cancelled. Refund of fee paid is not applicable in case of cancellation of provisional admission.

INDUSTRY-SPONSORED CANDIDATES AND FOREIGN NATIONALS

A few seats are reserved for industry-sponsored candidates and foreign nationals. Such candidates will have to compete against the reserved seats for admission.

Pearl Academy facilitates telephonic and online (Skype / video conferencing) interviews for the international / overseas applicants.

ENTRANCE EXAMINATION CENTRES

Based on your application, if you are found eligible, you will be required to appear for an Entrance Examination (written test and personal interview) at one of the Written Test Centers as notified in the Admit Card.

For convenience of the applicants, Pearl Academy has increased the number of test centers and cities throughout the Country. List of Test Centre Cities is available on website.

Note: - Other centres may also be added and such information, as well as the exact location of the centres, will be notified later.

- Pearl Academy reserves the right to cancel / add / change any entrance test center (s) due to administrative reasons.

WITHDRAWAL OF ADMISSION AND REFUND OF FEE

If a candidate does not join and applies for refund, the fees deposited by the student will be refunded as per Pearl Academy's refund policy.

- For withdrawal of admission and seeking the refund, a candidate is required to submit written application along with original fee receipt and copy of admission letter.
- The request for withdrawal should be duly signed by him/her and counter signed by his/her parent/guardian.
- Requests made verbally, or without the original fee receipt will not be considered.
- The Academy is not liable to pay any interest on the fee in case of Withdrawal/Refund. * Please refer to the website www.pearlacademy.com for refund policy.

No refund will be entertained for the amount paid for purchase of the Application Form / Prospectus / Online Application.

GENERAL INSTRUCTIONS

Pearl Academy is a unit of "Creative Arts Education Society", a society registered under the Societies

Registration Act, 1860, New Delhi.

1. The Academic Year and course of 2019 commences wef 4th week of July, 2019.
2. Application fee is ₹ 2000/- (non-refundable) to be paid using Credit Card / Debit Card / Demand Draft or by Cash at Accounts Counter of the Academy. Please keep your Credit Card / Debit Card / Demand Draft ready with you before applying. The Demand Draft should be in favour of "Creative Arts Education Society" payable at New Delhi.
3. Candidates appearing in their final examinations can also apply provisionally.
4. Pearl Academy reserves the right to amend, change or cancel courses including dates of commencement, number of seats, location, courses, content, fee structure etc. with no liability attached to the Academy.
5. Pearl Academy reserves the right to cancel / add / change any Entrance Examination Center(s) due to administrative reasons. Other centers may also be added and such information, as well as the exact location of the centers, will be notified later.
6. Admit cards for Written Test & Personal Interviews for all admission cycles will be available Online only. Candidates are required to download Admit Cards from Pearl Website only.
7. In case of minimum number of students are not enrolled in a particular course, the eligible students will be offered an alternative course /centre, at the sole discretion of the Academy. In such cases, the fee will be refunded as per policy, and the Academy shall not be liable for payment on any interest on the same.
8. Any disputes arising out of the contents of this Prospectus will be subject to Delhi jurisdiction only.