









Prof. S.A. Bari, M.A., Ph.D.,

Vice-Chancellor





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No.KU/VCS/SAB/2012-13 133

Dt.18-03-2013.

MESSAGE

I am glad to learn that the J.D. Institute of Fashion Technology has completed 24 eventful years and is stepping into its 25th Year. It has been a long journey for J.D Institute since inception towards providing quality education to cater to the needs of the changing society and face challenges of the changing times.

The Directorate of Distance Education of Kuvempu University has had a very meaningful educational partnership with J.D. Institute from the past seven years, hence, on the occasion of the Decennial celebrations of the Directorate of Distance Education of Kuvempu University, I also congratulate the students, the faculty, the staff and the management of J.D. Institute who are having their Silver Jubilee Celebrations, and wish them good luck.

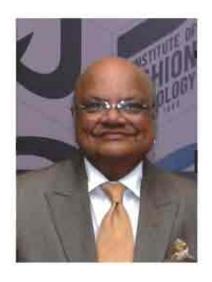
Kuvempu University believes in the motto of "holistic education for all". As such, Kuvempu University will continue to work with J.D. to provide higher education with quality learning facilities to the aspiring students across the nation.

I once again wish all success to every one in the coming years for a better and progressive tomorrow.

Yours truly,

Vice-Chancellor

To: Smt. Rupal Dalal Director J.D. Educational Trust, New Delhi.



It has been over two decades since the first student enrolled at the JD Institute of Fashion Technology. Since then, over 20,000 design students have passed through our halfs. But the questions I am asked by tentative applicants never change: Can I do it?

What does it take? I can barely draw a straight line.

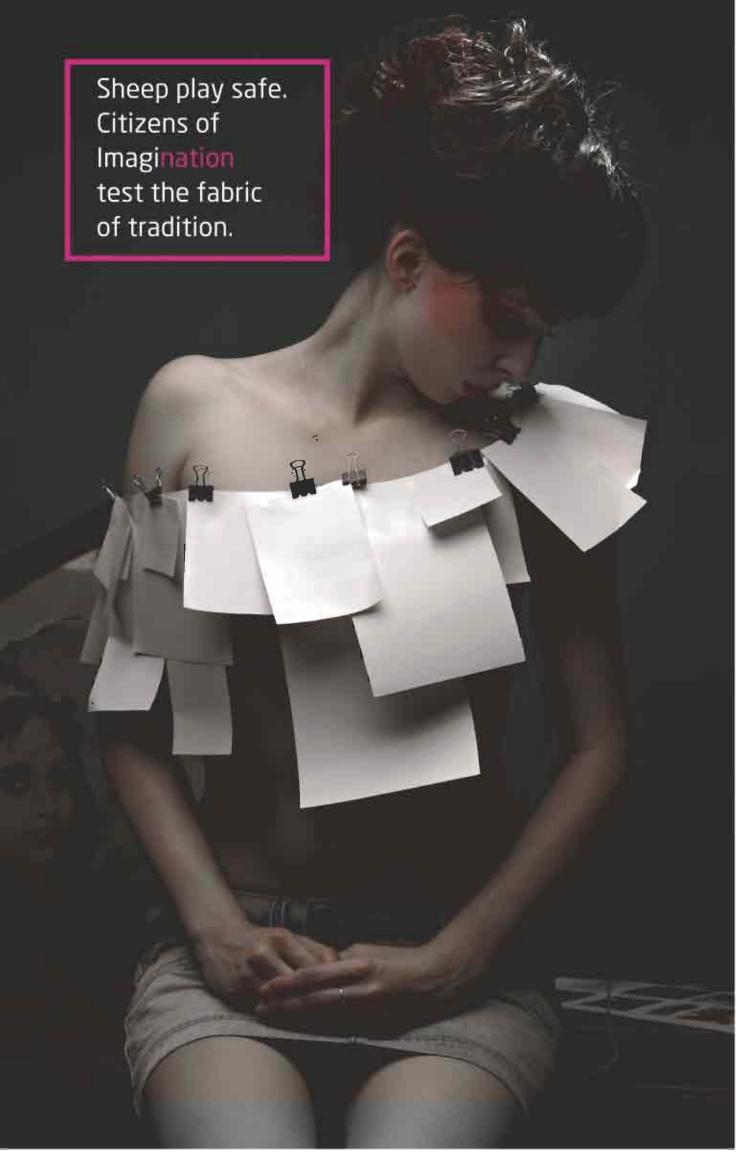
I believe all you need is a little imagination and the willingness to work hard at converting your imagination into success. Your background is immaterial. The father of advertising, David Ogilvy, scrounged around as an apprentice chef and a door-to-door salesman before he entered advertising. The rest, as they say, is history. So don't worry about skills. Skills can be learnt. Instead, develop and articulate your imagination which is your unique way of looking at the world. That is your single biggest gift. And work hard at mastering your craft so you can make your imagination come alive.

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

This is where it happens. Welcome to Imagination.

Mr. Chandraakant Dalal

President



Fashion & Apparel Design

If you're going to play safe, go back home now.

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

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

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

Playing safe means following what's already established or agreeing with what the rest of the world thinks. Playing safe is for sheep.

We are bothered about who you are and what you think. Are you?

So if you have a unique way of looking at the world and the willingness to master your craft, we think the world can and will talk about you and Ralph Lauren in the same sentence one day. Why not?

What is the world of fashion design like?

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





B.Sc in Fashion & Apparel Design (3 years)

FIRST YEAR

- FOUNDATION ART.
- FASHION AND APPAREL DESIGN FUNDAMENTALS.
 ELEMENTS AND PRINCIPLES
- . HISTORY OF THE WESTERN WORLD FASHION
- FASHION DESIGN AN INTRODUCTION
- INTRODUCTION TO TEXTILES
- BASIC OF COMPUTER AND APPLICATION

SECOND VEAR

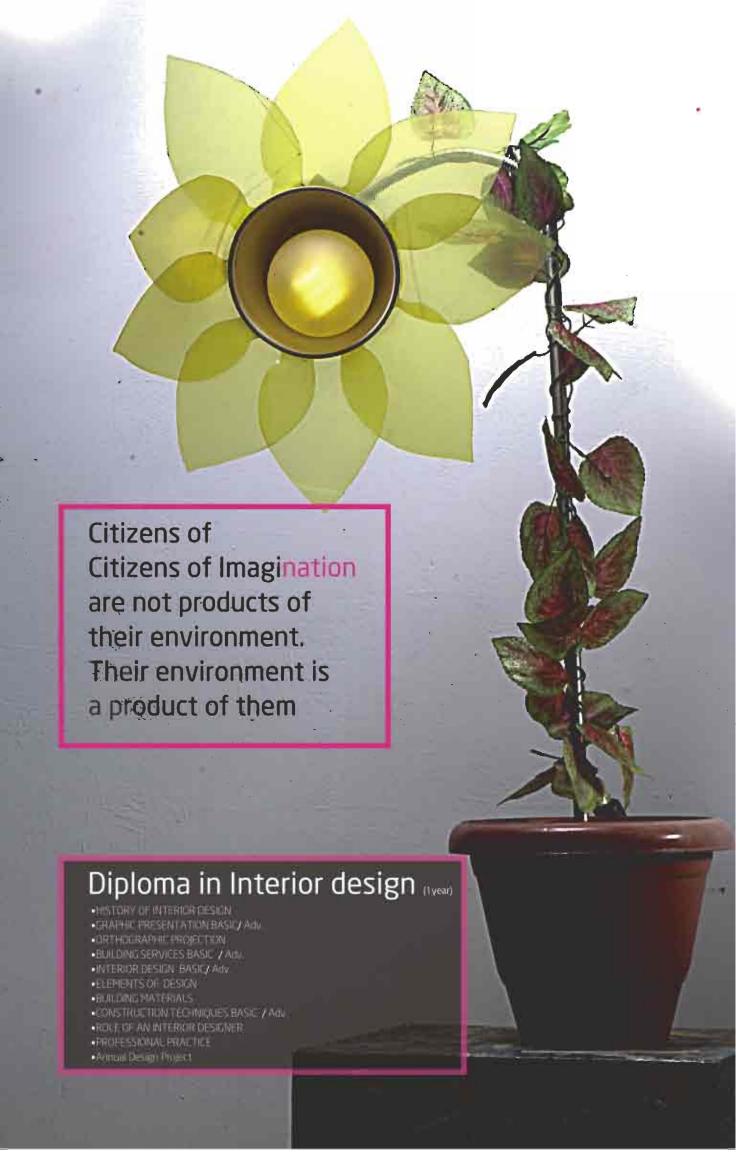
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- INTRODUCTION TO FASHION ILLUSTRATION
- CREATIVE EMBROIDERY
- SEWING TECHNOLOGY
- FASHION DESIGN: INTRODUCTION TO PATTERN MAKING AND GARMENT MANUFACTURING TECHNOLOGY
- . INTRODUCTION TO DRAPING
- TEXTILE SCIENCE PROCESSING (DYEING AND PRINTING)

- ADVANCED COMPUTER AIDED DESIGN FOR FASHION AND TEXTILES
- . GARMENT MANUFACTURING
- . HISTORY OF INDIAN FASHION
- . DRIENTAL HISTORY

THIRD YEAR

- ADVANCED COURSE IN FASHION ILLUSTRATION
- VINTAGE COSTUMES
- . HISTORY OF WESTERN WORLD FASHION
- FASHION ACCESSORIES
- FABRIC TESTING AND QUALITY CONTROL
- · ADVANCED COURSE IN FASHION AND APPAREL DESIGN
- VISUAL MERCHANDISING
- . PRODUCTION MANAGEMENT AND MERCHANDISING
- FASHION ANALYSIS
- FASHION BUSINESS MANAGEMENT
- ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT
- GLOBAL MARKETS





Interior Design

Are you going to be a second-hand success or a first-hand genius?

In The Fountainhead, one of the most popular novels of the twentieth century, the protagonist is an architect who chooses to struggle in obscurity rather than compromise his artistic and personal vision. His struggle originates in his practice of modern architecture which he believes is superior despite an establishment that worships traditional architecture. In the end, his independent mind triumphs over the 'second-hand' norm and he redefines the environment to reflect his 'first-hand' ideas. This is the potential awaiting you in interior design today. And it's what it means to be a citizen of Imagination.

Interiors and the way people view them have dramatically altered in the last decade. Today there is growing emphasis on what spaces convey, how effectively they serve their purpose and what the various elements inside them say to each other. And clients are willing to experiment. This places an interesting challenge before today's interior designer. Where the protagonist in *The Fountainhead* had to battle for years to make the world accept his vision, you will not need to swim against the tide.

But it also means that the bar has been raised. How will you continue to make your environment a product of you? This is what we inspire you to do at JD. As we strengthen your fundamentals, we challenge your imagination so that you strengthen your unique vision and constantly break new ground with new ideas. Because we are not training you to become products of your environment. That was what school was for. And your school days are over. As an interior designer, you must now dictate change to your environment. Are you ready to be a first-hand genius?

What is the world of interior design like?

As an interior designer, you may start as part of a larger team helmed by an established interior designer or go solo. You may also entirely leave the building and take up a specialization in furniture or accessories.



B.Sc in Interior Design (3 years)

SEMESTER 1

- INTERIOR DESIGN-I (BASIC DESIGN)
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION-1
- BASIC STRUCTURE-I.
- TECHNICAL REPRESENTATION OF DRAWING-I
- . DESIGN AND COMMUNICATION
- HISTORY (CULTURAL ANTHROPLOGY)
- SKETCHING-I
- COLOR WORKSHOP & COLOUR SCIENCE-I

SEMESTER 2

- INTERIOR DESIGN-II (SPACE PLANNING-I) EXHIBITION
- TECHNICAL REPRESENTATION OF DRAWING-II
- BUILDING MATERIALS AND METHODS OF CONSTRUCTION-II
- . BASIC STRUCTURE-II
- . SKETCHING II (COLOUR SKETCHING)
- CERAMIC WORKSHOP
- SURFACE FINISHES
- . HISTORY-II (ART & CRAFT MOVEMENT)
- WOOD WORKSHOP
- DESIGN PROJECT

SEMESTED :

- INTERIOR DESIGN III (SPACE PLANNING-18)
- FURNITURE DESIGN-I
- BUILDING MATERIAL AND METHODS OF CONS-III
- HISTORY-III (HISTORY & THEORY OF DESIGN)
- . COMPUTER IN DESIGN-I
- INTERIOR SERVICES-I (LIGHTING)
- GRAPHIC DESIGN-I
- METAL WORKSHOP
- PHOTOGRAPHY

SEMESTER 4

- · INTERIOR DESIGN IV (STUDIO)
- FURNITURE DESIGN-II (EXHIBITION)
- GRAPHIC DESIGN-II
- BUILDING MATERIALS & METHODS OF CONSTRUCTION-IV
- HISTORY-IV (ART & CRAFTS MOVEMENT)
- COMPUTER GRAPHICS
- INTERIOR SERVICES-II (PLUMBING)
- WEAVING WORKSHOP
- CANE AND BAMBOO WORKSHOP
- DESIGN PROJECT

SEMPSTED S

- . INTERIOR DESIGN-V (STUDIO)
- FURNITURE DESIGN-III
- . INTERIOR SERVICES-III (CLIMATE)
- . REVITALIZATION OF ARTS & CRAFTS
- . COLOUR AND LIGHT INTERACTION
- BASIC STRUCTURE III
- PRINTING AND TEXTILE WORKSHOP
- . HISTORY V (INDIAN HISTORY)

SEMESTER 6

- INTERIOR DESIGN STUDIO-VI
- TECHNICAL REPRESENTATION OF DRAWING (WORKING DRAWING)
- BUILDING MATERIALS & METHODS OF CONSTRUCTIONS-V (MATERIAL SPECIFICATION AND COSTING)
- INTERIOR EXPRESSION AND TECHNOLOGY/EXHIBITION
- . HISTORY-VI (INTERIOR SPACES)
- INTERIOR LANDSCAPE
- DESIGN PRACTICE AND OFFICE MANAGEMENT
- ÉLECTIVE (PSYCHOLOGY OF SPACE) (BEHAVIOURIAL SCIENCE)
- · DESIGN WORK

If he had one year left to live, a citizen of Imagination wouldn't create clothes. He would create magic.



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

Along the way, we will rigorously train you in the craft for twelve months. Combining theory with practical lessons, this is an ideal course for someone who already has some basic skills and knowledge and now wants to quickly strengthen that foundation to be able to do even better. So if you've been avoiding your dream for the longest time, let this be the year you pull out the stops and chase it.

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

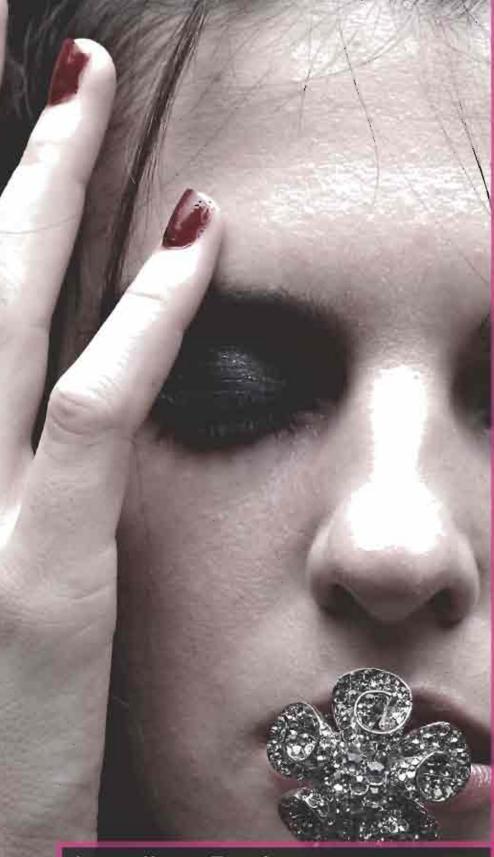
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Thinking small is for boring people. When you re a citizen of Imagination, nothing is small.

Jewellery Design

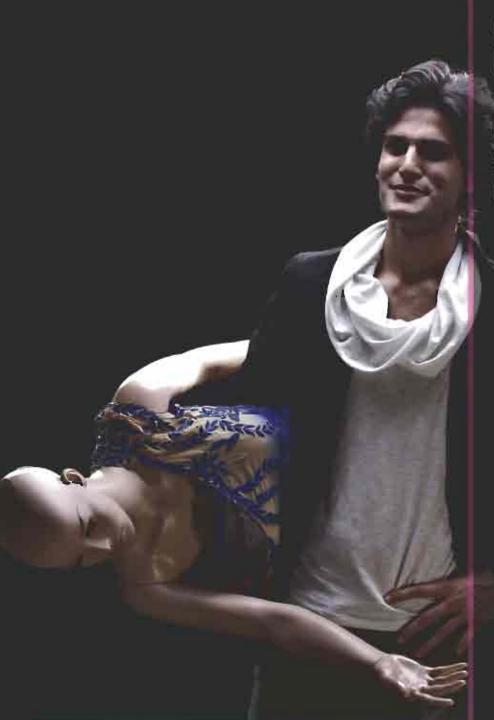
There are no accessories. Every little thing talks.

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

What is the world of jewellery design like?

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

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- DEPATEN ALLEGANS
- · RENDERM
- FIT DURING PENDERING
- OCCUPANT DESIGNATION
- MANULALTÜRING GEFRECHBS AND COSTONE TEWELLERY.
- METALLIRGY
- GE#MMEUTIC
- · MANA HALT LERNES FROM TSSING
- MARKETING & PROCESSING
- MARKETIME
- · MERCIAL ECTION
- · ANNUAL DESIGN PREJECT
- EXAMINATION, SUBMISSION OF PROJECT



Ordinary
people see
possibility.
A citizen of
Imagination
sees a whole
new world.

Visual Merchandising

You are limited only by your imagination:

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

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

What is the world of visual arts like?

You could be a visual arts specialist in fashion, film, theatre or retail. Every field offers uniquely exciting challenges that require a strong personal vision. So choose your passion and experiment.

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- ADDRESS AND THE VELTON
- *STRATEGIC PEAUNING
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Citizens of imagination don't see the world as divided into art and science. They see it all at once.

- INTRODUCTION TO FASHION
- *TEXTLES FOR MERCHANDISERS

- FASHION RETAILING
 FASHION MERCHANDISAN
 PRINCIPLES OF MARKETING
 QUALITY CONTROL

- BUSINESS COMMUNICATION
- VISUAL MERCHANDISING



Fashion Business Management

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

You co joild be working for a big label and managing brands. The hierarchy is similar to management. That means you start as a management trainee and work your way up to becoming a marketing manager. Your product would be fashion and you would be responsible for making a profit.



Let others follow trends. Citizens of Imagination create their own aesthetic.

Fashion Photography

Lights Camera Phenomenon

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

What is the world or fashion photography like?

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

- INTRODUCTION TO PHOTOGRAPHY
- WHAT IS EASHION F.
- LAMERA 8 TYPES CE CAMERAS
- INFERENT LIGHT STURGES AND IZMENATIVESTURY
- APERTURE-SHUTTER SHEET
 RELATIONS
- UNIFR AND UNDER EXPOSURE
- FROMESSING, CERTALLIS WHITE FILMS.
- STREET CHANGE SPECTRUS
- ENDERSTANDING THE HUMAN
- INTRODUCTION TO STUDIO CICHTS
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- DETAILS
- *STUDENHOTOCIRATHY
- STRATELIES
- DEFLEX OF THE WORK
- OPPORTUNITIES

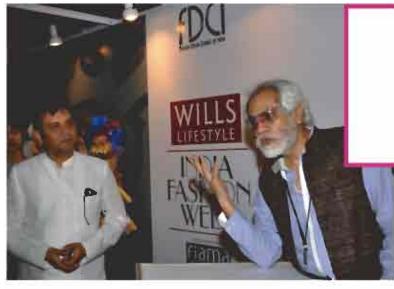




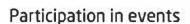
Student activities

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





Student privileges



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



Triumph Inspirational Awards
Winning design (Bike) at the Burn Curate, an
initiative by Coca Cola

Youth fest at the Russian cultural centre
Fashion competition at OGTC Seminar, Okhla
Garment and Textile Cluster Association
Let's design, Cotton Council of India
Mizwan Fashion Show for the welfare of
villages adopted by Kaifi Azmi
New Designer Fashion Grand Prix
Durian Society Interior Awards
Jass Jaipur, Swarnanjall by World Gold Council, a
design contest by Dee Beers.



e-Library

We have a comprehensive library with books, magazines, journals and other literature on the fashion world. There is also access to the global fashion and design scene through wgsn.com (Worth Global StyleNetwork) which is the world's largest fashion news and research portal.

Labs

The labs at JD are fully equipped and state-of-the-art. In today is fashion world, technology – as dominant as it is – must always serve creativity. Not the other way round. We understand that and provide you with training in relevant technology that can bring your imagination to life.

Distances Education program

Who should Opt?

If you have a creative bent of mind and the desire to make a career of it or even pursue a hobby seriously, then you may opt for any of the streams that are part of our Distance Education Programme. There is no age bar. All you need is a secondary (10+2) or equivalent. Our students include college students, housewives, air hostesses, professional designers and independent entrepreneurs from India as well as the USA, the Middle East, UK and Sri Lanka.

The advantages

It sets you free to work at your own pace. You can plan your study hours yourself. The average student allocates 8-10 hours a week to lessons and can complete a course in one year. If you have more time to spare, you may finish your course in less than a year. Time taken to complete is not the essence. What matters is regular effort expended at every stage of your training to ensure you gain the most from your course and complete it successfully.

Certification:

On completion of your course, a diploma will be awarded. You may also receive a certificate of appreciation for excellence in assignments and projects.

Wish to apply?

Eager to use your imagination Don't waste time. Fill in the admission form and send it to us along with a cheque for the fees mentioned against the course of your choice. And start unlocking your imagination with us.



Choose design. Choose a life. Choose a career that speaks to your heart and not just to your wallet. Choose to ignore boundaries. Choose to think big no matter what. Choose to make the world look up to you and not the other way round. Choose innovations, show-stoppers, crazy fabrics and bizarre patterns. Choose Paris. Choose Milan. Choose both. Choose game changers. Choose miniskirts, denim shorts, linen suits and lacy lingerie. Choose to write your own rules. Choose to 'unfollow'. Choose to ask 'why not?' Choose dreams. Choose to become a citizen of Imagination.

Welcome to Imagination.







Our Network

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:enquiry@tichin

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+91 8916561111 / 6567777

:jdvisakhapatnam@gmall.com

Jaipur Centre

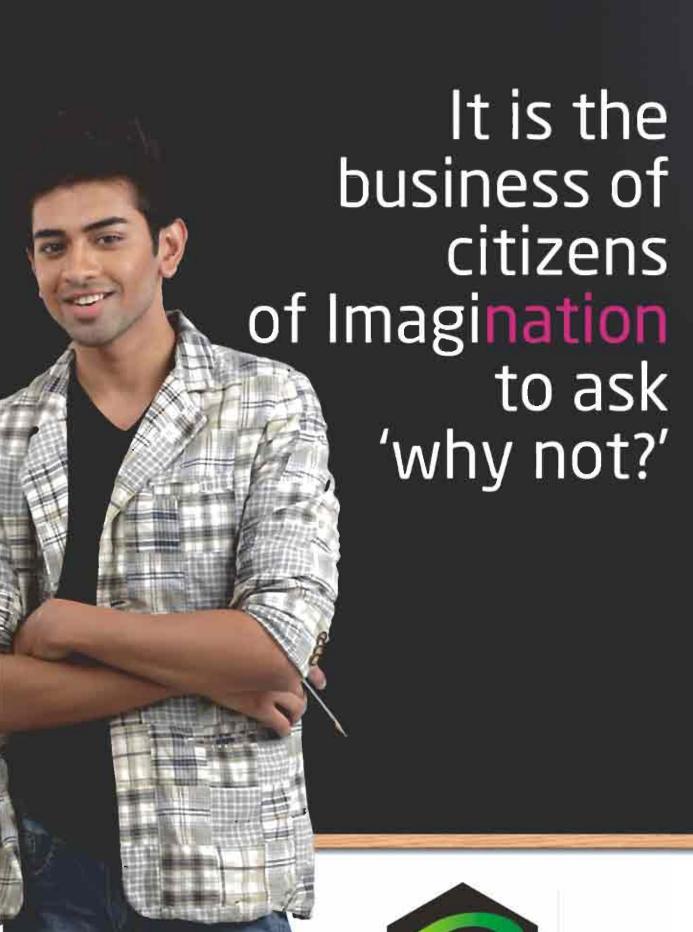
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Raipur Centre

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: idraipurkite@gmail.com







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<u> </u>	Admission Forn	า
Centre: Course Nar	me	
	My Preliminary Data	
Name Mr/Mrs/Ms. :		urname
Phone (Residential) (Office)	Mobile No.:	Age: Birth Date:
Local Address:		
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How did you first hear about JD Institute ?		·
After discussing the career with your family, what we	as their reaction ?	
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Name of the School/College from which graduation	or are graduating :	
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______ I wish to achieve

hat you want to achieve by doing the course?			
Rules and	d Regulations		
Kindly take your seats 10 minutes before the class starts and thereafter no student will be allowed.	 Kmdly switch off mobile phones others. 	s during class hours, as it is inconvenient f	
It is important to submit assignments on the date given by the faculty after which the submission will not be checked and graded.	 Semester Hall ticket & Mark card Notice. 	should be collected from the Institute as p	
Delay in submission will not only call for deduction of marks but also will be		13. During the study tour/ seminar/shows/ exhibitions the institute shall not	
brought to parents attention.	responsible, in case of any misha	· ·	
85% attendance in B.Sc / M.Sc program is compulsory for attending the final examination. In case of failure, the student has to pay the penalty decided by	[17] Carlotte (17) (27)	ion / seminar/study tours are compulsory tion and exposure of the industry.	
the study centre. Attendance will be taken by the faculty member at the end		exams / time table and other notices relat	
of each class and recorded accordingly. Attendance is compulsory for student of all UG/PG Programs unless valid reasons are given to support	1.772.191.972.39	to academic activities will be display on the main notice board. 16. Medical Certificate must be submitted in the case of student proceeding	
absence. Unauthorized or habitual absence will invite disciplinary action	medical leave.		
including failing the student in a subject/semester or removal from rolls of the	300000000000000	n the department authorities for permission	
Institute. In case of any difficulty or suggestion kindly place your details in the	days of reguired to submit me	dical fitness certificate within three worki s.	
'suggestion box'. 18. Students will be issued identity cords at the commer		ZHESSELSEN FEET	
Kindly participate in every seminar, exhibitions, conferences, competitions, get together & JD Annual Design Awards for constant up gradation and		n week. Student must carry the Identity ca ampus and present the same at any point	
exposure to the industry.	time (whenever asked for).		
It is Compulsory to wear Identity Card during the class hours/visits.	· · · -	19. In the internship program the students are required to work in a professional	
Kindly pay the fees by cheque / draft in favour of "JD Educational trust" payable at New Delhi / Bangalore. For your convenience fees can be paid by		I to work in any garment export house or h & development organisation for a period	
post dated cheques.		n and produce a report on work done.	
Due date for the fees payment is between 1st to 10th of every Month. Failure for the same will be charged Rs. 500 as a fine per month as late fees.	For any indiscipline, strict action Mouse have a few full and	on shall be taken. d a successful time at the institute .	
In case of any change in your residence address or telephone Number, please	- We will you have a runtiu and	o o soccession time at the institute.	
inform the administration dept. with the written application. CCEPT (Signature)Guardia	an / Parent	DATE	
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AME Tick the Diploma ould like to get enrolled in following courses. Please tick Wherever	a course of your choice applicable	LACE	
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