IMS DIA runs under the UNISON Group, a non-profit organisation, constituted in 1996. It is a group of leading academicians and the honchos of the corporate in North India. The society has been imparting quality education since 1996. Currently, more than 12000 students are receiving education of excellence from more than 800 distinguished permanent faculty members in our University and Institutes with campus located at Delhi, NCR and Uttarakhand. Since last 23 years IMS Society has retained excellence in imparting education in various disciplines:

- Architecture
- Engineering
- Fashion Design
- Fine Arts
- Interior Design
- Information Technology
- Jewellery Design
- Law
- Management
- Mass Communication
- Pharmacy
- Secondary School
- Textile Design
About IMS- DIA  
Design and Innovation Academy

Design & Innovation Academy was established in 2005 with a vision of nurturing and training design professionals with the right expertise, attitude and creative thinking skills.

Established to foster a design education revolution in India, IMS-DIA has been unique from the very start. It is the first academy to have its own production house and retail showroom. With a team of dedicated faculty from national and international institutions such as NID(Ahmedabad), NIFT, Delhi School of Art, Jamia Millia Islamia, Delhi, LDT Nagold, GIA (Gemology Institute of America), Domus Academy, Milan and Central St. Martin’s, London. The faculty bring with them a plethora of industry connect through their own work, design projects, years of experience and their distinguished alumni, who have worked with top designers like Tarun Tahiliani, Satya Paul, Manish Arora, Sabyasachi, Rajesh Pratap Singh, Raw Mango, Charcoal, Reliance, Van Heusen etc.

Faculty have also worked with prestigious architectural and interior design firms like STUP Consultants, Royston Hanamoto Alley and Abey, Morphogenesis, L &T, Haworth, Studio Lotus, IREO etc.

Faculty have also been associated with Kiran Nadar Museum, Venice Biennial, UNESCO Artists Residency, Kochi Biennial, Township Art Projects, DMRC Art Installations and with renowned jewelery firms such as Tanishq, Mine of Design, Geetanjali, Amrapali, Jewels, JD Jewellers, Shajuky Exports, Krishna Beads, Dubai Art Fair, PC Jewellers, D’Damas etc.

All the programs at IMS-DIA provide international exposure to commercial, retail and industrial centres abroad along with linkages to various international institutes and universities.

It is one of the very few design colleges to award dual certification, a bachelor’s degree recognized by UGC and a diploma awarded by IMS-DIA.
Design & Innovation Academy - Key Strengths

• The design education at IMS-DIA is mindful, ethical, diverse, inclusive and research – based
• Has a dynamic team of design faculty from national and international institutions of repute
• Provides state-of-the-art infrastructure
• Provides international exposure to students
• Plays a fundamental role in society by job creation, economic growth and sustainability.
• 100% placement assistance is given to students
• The first Design Institute in Noida to have its own production house, retail showroom and Design Incubation Centre
• Interdisciplinary & collaborative approach in design projects
• National and International study trips
• IMS – DIA is one of the few design Institutes to award dual certification to its graduates, a Bachelor’s Degree recognized by UGC and a four year IMS-DIA Diploma
The Vision

“To inspire, motivate, nurture and empower creative young minds with relevant transferable skills to be able to become successful design practitioners, creative leaders or design entrepreneurs in the global Design Industry.”
“We believe that an integrated approach to Design Education and to the skill of Design Thinking is best understood through Industry Exposure.”
A creative Fashion Brand Management Graduate from UCLAN, UK. A charismatic leader, Shilpi Gupta is the founder and the visionary behind the establishment of IMS - DIA in 2005 to impart quality education in the field of Design Education.

She is the MD of highly successful ventures ‘Surkhab Exports’ and ‘Shilpiraj Clothing’, a women’s wear couture brand, known for meticulous craftsmanship, design sensitivity & sophistication. Her work has been showcased in Milan, London, Dubai & La Villa. She has recently launched her own label, SHILPI GUPTA COUTURE in Defence Colony, New Delhi, a collection promoting Indian culture and textiles through contemporary design.
“Recognizing the need is the primary condition for design”
-Charles Eames
DEAN ACADEMICS

A Design Professional of high repute & Alumnus of the National Institute of Design (NID), Ahmedabad, India. Prof. Kripal has a UNDP fellowship from Central Saint Martins, London.

Prof. Kripal established the Textile Design Department at NIFT in 1994. She has been a senior design educator for almost 3 decades at NIFT, New Delhi. She has held many portfolios like, Head of the Textile Design Department, Knitwear Design Department & the Foundation Department, Registrar at NIFT & Link Dean, NIFT, during her tenure.

As a successful designer & textile artist, Prof. Kripal has worked on design projects with UNESCO, International Wool Secretariat, Indian Railways, developing trend forecast for DC Handloom, Hyundai, UNDP carpets, Indian Airlines, amongst others. As a textile artist, she has exhibited her textile art works at a number of exhibitions in India and France.

Prof. Mathur has presented many research papers at prestigious conferences and institutions in India and abroad. She has a number of research publications to her credit.

Dean Academics Prof. Kripal Mathur carries with her the legacy of three decades where her students are at leading positions in companies like Amazon Fashion, Louis Phillippe – Aditya Birla Group, ITC Wills Lifestyle, H & M, Zara, Royal Enfield etc. Many of her students have gone on to open their fashion labels like Raw Mango, Charcoal, Pebbles etc.

Prof. Kripal strongly believes that a forward-looking curriculum and agile thinking in the volatile, uncertain, complex and ambiguous (VUCA) world is the way forward. “Our curriculum at IMS-DIA provides greater opportunities for the self-directed learning, cross-disciplinary collaboration, and exposure to academic areas beyond the traditional boundaries of art and design.”
COLLABORATIONS AND ASSOCIATIONS

Fashion Design Council of India (FDCI)
FDCI is a non-profit independent association of fashion designers formed to propagate the Business of Fashion in India in December 1998. IMS-DIA is a member of FDCI.

International Foundation of Fashion Technology Institutes (IFFTI)
It currently represents a global network of 61 international Fashion & Textile institutions from 28 countries. IMS-DIA is one of the members from India.

Institute of Indian Interior Designers (IIID)
It was founded in 1972 to establish good professional & trade practices and ethics amongst its members and to highlight and enhance the image of the Interior Design Profession and exchange know-how with similar organizations within the country & abroad. IMS-DIA is one of the member of IIID.

Lincoln University, Malaysia
IMS-DIA has an MOU with Lincoln University, Malaysia
AWARDS AND ACHIEVEMENTS

• IMS-Design & Innovation Academy Noida, Ranked Top 10th (Private) Fashion college in India by Outlook Best professional Colleges 2020.
• IMS-Design & Innovation Academy Noida, Ranked 1st Fashion College with the best male to female ratio in India by India Today Best Colleges of India 2019.
• IMS-Design & Innovation Academy Noida, Ranked Top 17th college in India by India Today Best Colleges of India 2020.
• IMS-Design & Innovation Academy Noida, Ranked Top 15th Fashion College in India by The Week annual Best professional Colleges of India 2020.
• Ranked 3rd college for fashion Design in Uttar Pradesh by India Today
• Ranked 5th college in Fashion Design in Delhi -NCR by India Today 2019
• Ranked 6th college for North India by India Today 2019
• Ranked top 18th college for fashion design in India by India Today 2019
• IMS-DIA, Noida, Listed Best colleges offering Professional Courses in India by Career Connect 2016
• IMS-DIA, Noida, Ranked Top 22nd Fashion Designing Colleges in India by indianstudyinfo.com
PROGRAMS at IMS - DIA

Degree Programs

- Fashion Design (B.F.A. 4 years)
- Interior Design (B.F.A. Applied Arts 4 years)
- Painting (B.F.A. 4 years)

Diploma Programs

- Interior Design (2 years)
- Accessory Design (2 years)
- Textiles for Fashion (2 years)
- Fine Arts (2 years)

Certificate Programs

- Design Basics (6 months)
- Interior Styling (6 months)
- Fashion Illustration (6 months)
- Makeup and Hairstyling (6 months)
## Fee Structure

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Programme</th>
<th>Duration</th>
<th>Yearly Fee (In Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Degree Programs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>B.F.A. Fashion Design</td>
<td>4 Years</td>
<td>Rs.1,50,000/- + Rs.40,000/- (One time Registration fee, Non-refundable)</td>
</tr>
<tr>
<td>2.</td>
<td>B.F.A. Applied Art (Interior Design)</td>
<td>4 Years</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>B.F.A. Painting</td>
<td>4 Years</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td><strong>Short Term Diploma Programs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Interior Design</td>
<td>2 Years</td>
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<tr>
<td>5.</td>
<td>Accessory Design</td>
<td></td>
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<tr>
<td>6.</td>
<td>Textiles for Fashion</td>
<td></td>
<td></td>
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<tr>
<td>7.</td>
<td>Fine Arts</td>
<td></td>
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<tr>
<td>8.</td>
<td><strong>Short Term Certificate Programs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Design Basics</td>
<td>6 Months</td>
<td>Rs.75, 000/- + Rs.40, 000/- (One time Registration fee, Non-refundable)</td>
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<tr>
<td>9.</td>
<td>Interior Styling</td>
<td></td>
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<tr>
<td>10.</td>
<td>Fashion Illustration</td>
<td></td>
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<tr>
<td>11.</td>
<td>Makeup &amp; Hairstyling</td>
<td></td>
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<tr>
<td>11.</td>
<td><strong>Girls Hostel Fees (With Mess facility)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• AC Rooms (Dual Sharing)</td>
<td></td>
<td>Rs. 1,55,000</td>
</tr>
<tr>
<td></td>
<td>• Non-AC Rooms (Dual Sharing)</td>
<td></td>
<td>Rs. 1,15,000</td>
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<tr>
<td></td>
<td>• AC Rooms (Single Occupancy)</td>
<td></td>
<td>Rs. 2,20,000</td>
</tr>
<tr>
<td></td>
<td>• Non-AC Rooms (Single Occupancy)</td>
<td></td>
<td>Rs. 1,75,000</td>
</tr>
</tbody>
</table>
Degree Programs

**Fashion Design**  
(B.F.A. 4 years)  

**Interior Design**  
(B.F.A.- AA 4 years)  

**Painting**  
(B.F.A. 4 years)

**ELIGIBILITY**
Candidates appearing or who have already passed the qualifying examinations under the Secondary (12th or equivalent) from CBSE/IB/ICSE or any recognized Board shall be eligible for applying for any of the above programs. English as a subject in 10th or 12th board is compulsory. Minimum 45% in the qualifying examination.

**FEES : 1.5 LAKHS PER YEAR +40,000 (One time Registration Fees)**
Fashion Design
# Fashion Design: Program Overview

## Year 1 Foundation Program

### EXPERIENTIAL & SKILL BASED

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
</table>
| • Material Explorations  
• Environment Studies  
• Design Overview  
• Drawing and Sketching  
• English  
• History of Art in India  
• Computer Aided Software- CAD (Fundamentals)  
• Aesthetics | • Drawing (2D/3D)  
• EOD & POD (2D, 3D)  
• Colour Psychology  
• Visual Merchandising  
• Illustration techniques & Rendering  
• CAD (Photoshop) |

## Year 2

### RESEARCH, DOCUMENTATION & DESIGNING

<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
</table>
| • History of Western Art  
• Fashion Theory  
• Pattern making and draping  
• Garment Construction  
• Fashion Model Drawing and Sketching  
• Fashion Art 2D/ Design process  
• Global Textiles  
• Embroideries of the world  
• CAD (Corel Draw) | • History of Western Art  
• Fashion Theory  
• Pattern making and draping (Women’s wear)  
• Garment Construction  
• Fashion Model Drawing and Sketching (Women’s wear)  
• Fashion Art Project- Women’s Wear  
• Fabric Science  
• CAD (Corel Draw II) |
# Fashion Design: Program Overview

## Year 3

### Semester V
- History of Far Eastern Art
- Fashion Theory
- Pattern making and draping
- Garment Construction
- Fashion Model Drawing and Sketching
- Fashion Art 3D
- Design Project (Design Process)
- CAD (Illustrator I)

## Year 4

### Semester VI
- History of Eastern Art
- Fashion Theory
- Pattern making and draping (Men’s Wear)
- Garment Construction
- Fashion Model Drawing and Sketching (Men’s Wear)
- Illustrator II
- Fashion Art
- Design Project-Men’s Wear
- Portfolio Development
- Professional Practices
- Summer Internship

### Semester VII
- Fashion Theory
- Pattern making and draping – (Kid’s Wear)
- Garment Construction
- Fashion Model Drawing and Sketching (Kid’s Wear)
- Fashion Art
- Design Project- Kid’s wear
- Apparel Fabric studies and fundamentals of Apparel Production

### Semester VIII
- Graduation Project
“Architecture should speak of its time and place, but yearn for timelessness.”

-Frank Gehry
# Interior Design: Program Overview

## Year 1 Foundation Program

### EXPERIENTIAL & SKILL BASED

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Material Explorations</td>
<td></td>
</tr>
<tr>
<td>- Environment Studies</td>
<td></td>
</tr>
<tr>
<td>- Design Overview</td>
<td></td>
</tr>
<tr>
<td>- Drawing and Sketching</td>
<td></td>
</tr>
<tr>
<td>- English</td>
<td></td>
</tr>
<tr>
<td>- History of Art in India</td>
<td></td>
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<tr>
<td>- Computer Aided Software- CAD (Fundamentals)</td>
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<tr>
<td>- Aesthetics</td>
<td></td>
</tr>
<tr>
<td>- Drawing (2D/3D)</td>
<td></td>
</tr>
<tr>
<td>- EOD &amp; POD (2D, 3D)</td>
<td></td>
</tr>
<tr>
<td>- Colour Psychology</td>
<td></td>
</tr>
<tr>
<td>- Visual Merchandising</td>
<td></td>
</tr>
<tr>
<td>- Illustration techniques &amp; Rendering</td>
<td></td>
</tr>
<tr>
<td>- CAD (Photoshop)</td>
<td></td>
</tr>
</tbody>
</table>

## Year 2

### RESEARCH, DOCUMENTATION & DESIGNING

<table>
<thead>
<tr>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Anthropometrics and Ergonomics Of Space</td>
<td></td>
</tr>
<tr>
<td>- Building Material &amp; Method Of Construction (BMMC)</td>
<td></td>
</tr>
<tr>
<td>- Orthographic Projections, Isometric View &amp; Axonometric View</td>
<td></td>
</tr>
<tr>
<td>- Design Process AutoCAD /3DS Max</td>
<td></td>
</tr>
<tr>
<td>- Interior Design Studio Project - Residence Design / Site Visit</td>
<td></td>
</tr>
<tr>
<td>- History Of Architecture I</td>
<td></td>
</tr>
<tr>
<td>- Ergonomics 2</td>
<td></td>
</tr>
<tr>
<td>- History Of Architecture II</td>
<td></td>
</tr>
<tr>
<td>- History Of Interior I</td>
<td></td>
</tr>
<tr>
<td>- Interior Styling</td>
<td></td>
</tr>
<tr>
<td>- AutoCAD 2D Software</td>
<td></td>
</tr>
<tr>
<td>- Google Sketchup Software Building Services I</td>
<td></td>
</tr>
<tr>
<td>- Furniture Design I</td>
<td></td>
</tr>
<tr>
<td>- Interior Design Studio Project - Café / Salon</td>
<td></td>
</tr>
</tbody>
</table>
# Interior Design: Program Overview

## Year 3

**YEAR OF DESIGN PROJECTS**

<table>
<thead>
<tr>
<th>Semester V</th>
<th>Semester VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Building Services II</td>
<td>• Building Services III</td>
</tr>
<tr>
<td>• Vaastu Basics</td>
<td>• Estimation &amp; Costing</td>
</tr>
<tr>
<td>• 3Ds Max Software / Sketchup Furniture II</td>
<td>• Portfolio Development</td>
</tr>
<tr>
<td>• Applications Of Building Services I</td>
<td>• Visual</td>
</tr>
<tr>
<td>• Graphics &amp; Branding</td>
<td>• Merchandising</td>
</tr>
<tr>
<td>• Interior Design Studio Project - Office Design</td>
<td>• Sketch up/Photoshop</td>
</tr>
<tr>
<td></td>
<td>• Sustainability</td>
</tr>
</tbody>
</table>

## Year 4

**YEAR OF FINAL PROJECT/THESIS**

<table>
<thead>
<tr>
<th>Semester VII</th>
<th>Semester VIII</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interior Design Studio Project - Museum Design</td>
<td>• Internship</td>
</tr>
<tr>
<td>• Entrepreneurship</td>
<td>• Graduation Project</td>
</tr>
<tr>
<td>• Professional Practice &amp; Brand Image</td>
<td></td>
</tr>
<tr>
<td>• Design Business Management</td>
<td></td>
</tr>
</tbody>
</table>

## Year 3

- **Semester V**
  - Building Services II
  - Vaastu Basics
  - 3Ds Max Software / Sketchup Furniture II
  - Applications Of Building Services I
  - Graphics & Branding
  - Interior Design Studio Project - Office Design

## Year 4

- **Semester VII**
  - Interior Design Studio Project - Exhibition
  - Set Design
  - Building Materials

- **Semester VIII**
  - Internship
  - Graduation Project
Painting
# Painting: Program Overview

## Year 1 Foundation Program

### EXPERIENTIAL & SKILL BASED

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of Art in India</td>
<td>History of Art in India</td>
<td>History of Western Art</td>
<td>History of Western Art</td>
</tr>
<tr>
<td>English</td>
<td>English</td>
<td>Aesthetics</td>
<td>Aesthetics</td>
</tr>
<tr>
<td>Environmental Studies</td>
<td>Environmental Studies</td>
<td>Drawing – Life study</td>
<td>Painting – Still life</td>
</tr>
<tr>
<td>Drawing – I</td>
<td>Drawing – II</td>
<td>Drawing – Still life</td>
<td>Composition</td>
</tr>
<tr>
<td>Practical (Design-2D)</td>
<td>Practical (Design-2D)</td>
<td>Outdoor Drawing</td>
<td>Medium- Pastel, Water Colour, Oil, Acrylic</td>
</tr>
<tr>
<td>Practical (Design-3D)</td>
<td>Practical (Design-3D)</td>
<td>Painting from life</td>
<td>Print Making</td>
</tr>
<tr>
<td>CAD (I)</td>
<td>CAD (II)</td>
<td>(Portrait)</td>
<td>Mural Design</td>
</tr>
<tr>
<td>Arts &amp; Graphics</td>
<td>Basic Typography</td>
<td>CAD</td>
<td>Pictorial Composition</td>
</tr>
<tr>
<td>Model Making</td>
<td>Workshop</td>
<td>Pictorial Composition</td>
<td>Portrait Painting</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
# Painting: Program Overview

## Year 3

### Year of Creative Approach and Experimentation

<table>
<thead>
<tr>
<th>Semester V</th>
<th>Semester VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>• History of Far Eastern Art (I)</td>
<td>• History of Far Eastern Art (II)</td>
</tr>
<tr>
<td>• Aesthetics (I)</td>
<td>• Aesthetic (II)</td>
</tr>
<tr>
<td>• Drawing – Still life</td>
<td>• Drawing (Outdoor)</td>
</tr>
<tr>
<td>• Life Drawing</td>
<td>• Creative Drawing</td>
</tr>
<tr>
<td>• Painting – Head study</td>
<td>• Painting – Still life</td>
</tr>
<tr>
<td>• Painting – Composition</td>
<td>• Mural Design</td>
</tr>
<tr>
<td>• CAD</td>
<td>• Pictorial Composition</td>
</tr>
<tr>
<td>• Methods &amp; Material</td>
<td>• Portrait Painting</td>
</tr>
<tr>
<td>• Pictorial Composition</td>
<td></td>
</tr>
<tr>
<td>• Portrait Painting</td>
<td></td>
</tr>
</tbody>
</table>

## Year 4

### Year of Advanced Study in Drawing and Painting

<table>
<thead>
<tr>
<th>Semester VII</th>
<th>Semester VIII</th>
</tr>
</thead>
<tbody>
<tr>
<td>• History of Modern Indian Art</td>
<td>• Internship</td>
</tr>
<tr>
<td>• History of Modern Western Art</td>
<td>• Graduation Project</td>
</tr>
<tr>
<td>• Experimental Drawing &amp; Study of Other Trends</td>
<td></td>
</tr>
<tr>
<td>• Life Drawing</td>
<td></td>
</tr>
<tr>
<td>• Portrait</td>
<td></td>
</tr>
<tr>
<td>• Composition</td>
<td></td>
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<tr>
<td>• Print Design</td>
<td></td>
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<tr>
<td>• CAD</td>
<td></td>
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<tr>
<td>• Mural Design</td>
<td></td>
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<tr>
<td>• Pictorial Composition</td>
<td></td>
</tr>
<tr>
<td>• Portrait Painting</td>
<td></td>
</tr>
</tbody>
</table>
SHORT TERM DIPLOMA Programs

ELIGIBILITY
Candidates appearing or who have already passed the qualifying examinations under the Secondary (12th or equivalent) from CBSE/IB/ICSE or any recognized Board shall be eligible for applying for any of the above programs.

FEES : 1.5 LAKHS PER YEAR +40,000 (One time Registration Fees)
## Interior Design

### Year 1
- Drawing and Sketching
- Elements and Principles of Design
- Materials Studies
- Construction Technology
- History of Interior Architecture
- Arts and Graphics
- AutoCAD
- Architectural Design Project - I

### Year 2
- Textile for Interiors
- Building Services
- Photoshop
- Visual Merchandising
- Green Architecture
- Costing and Estimation
- Professional Practice
- Architectural Design Project - II
- Portfolio Design
Textiles for Fashion

**Year 1**
- Introduction to Textiles
- Computer Aided Software- CAD
- Illustration Techniques
- Fabric manipulation Techniques
- Traditional Indian Embroideries
- Traditional Textiles and Saris of India
- Print Design Project

**Year 2**
- Global Textiles
- Embroideries of the world
- Quality control
- Weaving & Woven Fabrics
- Introduction to PM and GC
- Fundamentals of Apparel Production
- Introduction to Knitting and knitted fabrics
Accessory Design

**Year 1**
- Design Basics
- EOD & POD
- Material Explorations
- Visual Merchandising
- Design Project I (Design Process)
- Craft Documentation

**Year 2**
- Fashion Accessories (Jewelry, Bags, Hats, Shoes, Scarves etc.)
- Case Studies and Analysis
- Exposure to Materials, Hardware and Fittings
- Home Fashion accessories
- Office accessories
- Design Project II
Fine Arts

Year 1

Drawing
Applied Art and Design
Art Styles
Different Mediums like Oil Paints, Acrylics
Contemporary Art

Year 2

Great Master’s Styles
Portraits
Photography
Photoshop
Portfolio Development
SHORT TERM CERTIFICATE Programs

6 Months Certificate Programs

- Design Basics
- Fashion Illustration
- Makeup & Hair Styling
- Interior Styling

ELIGIBILITY
Candidates appearing or who have already passed the qualifying examinations under the Secondary (12th or equivalent) from CBSE/IB/ICSE or any recognized Board shall be eligible for applying for any of the above programs.

FEES: 75000 INR + 40,000 INR (One time registration fees)
# Design Basics

## Term 1
- Elements of Design
- Principle of Design
- Drawing and Sketching
- Colour and Composition
- Material Exploration

## Term 2
- Design Process
- Lateral Thinking
- Design Project
## Makeup and Hairstyling

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin Theory, Face Structure</td>
<td>Understanding Hair Textures</td>
</tr>
<tr>
<td>Skin type &amp; skin tone knowledge</td>
<td>Hair Drying/Sectioning/Velcro Setting</td>
</tr>
<tr>
<td>Makeup Knowledge (Contouring, Highlighting,</td>
<td>Straightening and Curling</td>
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<tr>
<td>Blusher and Eye Shadow Application)</td>
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<tr>
<td>Makeup for Events</td>
<td>Hair Extensions and Buns</td>
</tr>
<tr>
<td>Portfolio Shoot and Styling</td>
<td>Braiding and Styling</td>
</tr>
<tr>
<td></td>
<td>Hair Consultation</td>
</tr>
</tbody>
</table>
Fashion Illustration

**Term 1**
- Croqui Drawing
- Proportions
- Features, Hairs, Hand & feet
- Movement
- Digital Illustration
- Human Anatomy
- Figure Drawing

**Term 2**
- Colour Theory
- Draping
- Garment Rendering
- Style Illustrations
- Illustrators and Techniques
- Portfolio Development
# Interior Styling

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
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<tbody>
<tr>
<td>Drawing and Sketching</td>
<td>Upholstery</td>
</tr>
<tr>
<td>EOD, POD</td>
<td>Visual Merchandising</td>
</tr>
<tr>
<td>Color Psychology</td>
<td>Wall treatments</td>
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<tr>
<td>Curtains and Draperies</td>
<td>Portfolio Development</td>
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<tr>
<td>Carpets and Rugs</td>
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<tr>
<td>Flooring and Ceiling Design</td>
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</tbody>
</table>
STUDY SUPPORT - INFRASTRUCTURE

Hall of Fame
IMS-DIA has “Hall of Fame” a state-of-the-art auditorium with all the paraphernalia required to hold events especially in-house fashion shows including a ramp, light and music apparatus.

DIA Shop
IMS-DIA encourages learning through actions and for the same IMS-DIA premise has a retail outlet where the best performing students display their products for sale. The students are given opportunity to have a first hands experience of the retail industry. The products are selectively curated by the senior faculty team.

Internet Facilities
High-speed internet access round the clock on a fully Wi-Fi ready campus.

Library
IMS-DIA library is a major source for research and is one of the best in the country. The library is fully air-conditioned and well stocked with books, journals and numerous magazine subscription. It functions as a resource centre to provide knowledge to the students.

Digital Library
IMS-DIA Digital Library has several audio and video material as well as subscription to increasingly popular and important online magazine for trend spotting and the latest in technology. The library provides access to online e-learning portals to keep the students updated.

Laboratories, Workshops and Seminar Hall
IMS-DIA plays a significant role in spreading awareness of design through various workshops and seminars delivered at school and other campuses. The Academy opens its door for everyone to come and experience the world of design. The event brings together few workshops on design by professionals from the field, a fashion show and an exhibit of budding designers work at IMS-DIA.
Girls Hostel

**IMS-DIA** provides safe and secure girls accommodation on campus. Our hostel facilities are one of the biggest advantages a student can have, and the atmosphere is homely and lively with spacious and well-lit and well-ventilated rooms. The management continuously strives to provide the best care, security and a healthy environment. The hostellers can enjoy –

- 24 hours electricity and power back up & hot water facility
- Two full time wardens and hostel coordinator
- Pick and drop services if needed
- Medical care and banks and other outdoor recreational facilities within easy reach
- Wi-Fi enabled premises
- Courier services
- Other housekeeping facilities

Outdoor Sports

IMS-DIA believes in overall development of students and hence also provides for infrastructure for sports. Various areas for different sports are provided within the campus such as Badminton Lawns, Football Ground, Cricket Pitch etc.
Fashion Design
• Garment Construction and Pattern making Lab equipped with Juki Machines as per industry standards.
• Design Studio is equipped with dress forms needed as per industry standards.
• Photography Lab equipped with latest equipment.
• Computer Lab equipped with latest technology, HP workstations, iMacs and softwares Corel Draw, Adobe Illustrator, Adobe Photoshop.

Accessory Design
• Metal Smithing Workshop, Well equipped with tools and Machinery.
• Clay Modelling facility.
• Laboratories equipped with necessary arrangements.
• Gemology Lab, equipped with Day light Lamps, Microscopes, Spectroscope, Refracto-meter.
• Computer Labs, equipped with latest technology, HP Workstation, iMac 7 machine and software Rhino and Matrix 8, Adobe Suite, Corel Draw.

Interior Design
• Interior Resource Centre, equipped with a library of brochures of all the construction & interior materials & Carpentry tools like Wood & Metal Drilling machines, Finishing & Surface Grinders, Table saws, Jigsaws & Planers. etc.
• Computer Labs, Equipped with latest technology, HP Workstation, iMAC 7 machine and Softwares like AutoCAD, Photoshop, Corel DRAW, Autodesk 3ds Max 2018.
NON-ACADEMIC CLUBS

Shiamak Davar, Institute of Performing Arts
IMS-DIA organizes dance training by the Shiamak Davar’s team. It is one of the most respected global brands in dance for over two decades. Their motto is “HAVE FEET WILL DANCE” All the participants get an opportunity to learn dance from well-trained instructors on dance fundamentals, styles, and techniques. The syllabus draws from JAZZ, Ballet, and other dance forms.

Sports Authority of India, (Young Star Football Academy)
IMS-DIA collaborates with Coached by Nirmal Singh from SAI, who has trained young achievers for both National and International level. The objective of this academy is to provide specialist football training and facilities to promising young football players.

Kathak Shinjini Kulkarni, (Grand-daughter of legendary Pandit Birju Maharaj)
The Academy offers world class training in Kathak and other classical dance forms which are in vogue even at the International platform and are appreciated for their aesthetic and cultural heritage. This not only builds confidence in the participants but also helps them understand and embrace the unique world of contemporary dance forms and rich Indian culture.

IMS – Pinnacle, Table Tennis Academy
This promotes the game of Table tennis and offers coaching facilities to participants. It helps build endurance and fitness in students. The best of courts and specialized practice sessions are given to the students and the training involves all the techniques to be able to play table tennis at the National and International level.
CAMPUS LIFE

Extra-curricular activities are an important aspect of students' learning curve. Among various other qualities it fosters team spirit, team management, learning by doing and exploration of one's own potential. It empowers students by giving them various opportunities to showcase their talent and enhances their confidence and presentation skills. Event and activities are opportunities for students to take on leadership roles, work in teams and enhance their net-working skills.

Some of the activities organized every year are: Teacher's Day, Navratri Garba, Start-up Bazaar, welcome party to new students as well as Farewell party to graduating students, Open House by departments, Holi celebration and Women's Day.

Art House Workshop

Art House, an initiative of IMS-DIA, is one of the many series of Design and Art workshops planned for 2020-21. These workshops will introduce and strengthen understanding of Design & Art for young aspirants who are keen to try their hand at creative product development besides refining their thinking ability. The workshops are led by faculty at IMS-DIA (Design & Innovation Academy), with workshops in - Mask making, Costume Jewellery Design, Calligraphy, Doodling, Sustainable building structures, Toy design, Photography amongst many others.

Workshop Aim:
• Hands on learning with fun
• Be exposed to out-of-box thinking and concept creation
• Represent concept on paper before creation
• Playing with colours and forming colour combinations according to the concept
• Exploring different ways of material handling
Events and Workshops

Creative Workshops offered during the Program:

- Recycling Workshop
- Fashion Illustration Workshop
- Design Process Workshop
- Makeup and Hairstyling Workshop
- Calligraphy & Typography
- Ecological Packaging
- Photography
National and International Visits

International visits
Kuala Lumpur, Malaysia
Srilanka
Dubai
China

National visits
Crafts Museum
National Gallery of Modern Art
National Museum
Kalamkari units
Printing Mills
Weavers Service Centre, Delhi
Jaipur
Varanasi
Gujarat
IMS-DIA PLACEMENTS

Our alumni can be found in:

**FASHION DESIGN**
- Tommy Hilfiger
- Shoppers Stop
- Jabong
- Satya Paul
- Calvin Klein
- ACPL Exports
- Niharika Pandey
- Blackberry Fashions
- Surkhab Bespoke
- Federation of Buying Agents (FBA)
- Pantaloons
- ITC
- Gap Inc.
- Lilliput
- Diesel
- Shahi Exports
- ITC Fashion Brands
- Design Quest
- Fashion Vista

**INTERIOR DESIGN**
- The Fine Interiors
- Galaxy Corporations
- MahaLaxmi Traders
- Crafts of Ardour Group
- Cherry Hill
- Studio Praxies
- Innerface Designers
- Vistaar Design
- Prayog Shala Manifesto
- Asian Paints
- Etree projects
- Interior Reality Solutions
- Hulsta
- KSP India
- Federation of Buying Agents (FBA)
- Design Radiance
- Lemon Tree Hotels
- Regent Lightings
- Raheja Developers
1000+ strong alumni who have become dedicated professionals help ensure that IMS-DIA is always well informed and well connected with the latest industry and entrepreneurial trends. We value our alumni and actively reach out to organize regular interactive activities to keep networking with them and show our appreciation by inviting them to our graduation show, convocation and other IMS-DIA special events. We give our students both past and present an opportunity, a platform to interact intensely and create collaborations with each other. The Placement cell helps them in developing appropriate skills such as team building, communication, leadership and decision-making.

ALUMNI SPEAKS...

Harshit Goel, Interior Design

“As of today, I am working as a Concept Designer at Cherry Hill Interiors, Delhi. I graduated with an Interior Design degree from IMS – DIA, Noida. I have won some prestigious design competitions like Do the Denim (Ahmedabad), Story of Makers (Mumbai), Product Design Labs (Delhi) and many more during my college life and have learned and done some amazing stuff that I never knew I could do. The macro-micro approach, surveys & design process were tremendous assets that I use regularly. The teachers are professional, experienced & passionate in their field & are always there to encourage & inspire you. No doubt this place has my strong foundation roots attached to it.”

Ananya Bains, Jewellery Design

“After working with Krishna beads, I was well equipped to start my own enterprise. DIA has taught me all aspects of Jewellery and my brand AMUKHTIKA is now well established”
Ananya Agrawal, **Interior Design**

“My design course in DIA has been a great experience. The teachers are professional, experienced, and passionate in their field, and are always there to help, encourage and inspire. The projects are diverse and interesting, making you see out for new innovations, technologies, and methods, and most importantly- be innovate yourself. Working on several interesting projects has made me develop as an Interior Design professional. I am honoured to be a part of this prestigious institute, which has increased the heights of success and pride, earning a credible name in the fields of design.”

Rizwan Mohammed, **Fashion Design**

“My personal experience is that I thoroughly enjoyed the journey of entering the world of my passion at IMS-DIA Noida. I learned everything about my line of work step by step in 3 years. When it comes to the training at IMS-DIA Noida, we had to work really hard and the Faculty were extremely cooperative, the culture of learning here is very strong, any difficulties regarding work are handled very efficiently by the teachers, and you gain knowledge from them in every single conversation. No matter what course you have enrolled in, once you are here they mold you into a professional. Every student gets equal opportunities to showcase their talent on every platform and in front of industry experts. These days I’m successfully running my garment manufacturing unit by the name of MERAKI APPARELS in Mumbai.

Finally, if your dream is to be a part of the fashion industry, IMD-DIA Noida, is the road for its fulfillment”.

ADMISSION PROCESS

• Fill e-form on the IMS-DIA website

• CV and digital portfolio to be sent by the applicant

• Personal Interview on Zoom

Selection will be based on creativity, quality of work shown in the Portfolio and Personal Interview.
ELIGIBILITY
FOR
GRADUATION in DESIGN PROGRAMS

Candidates appearing or who have already passed the qualifying examinations under the Higher Secondary (10+2) from CBSE/IB/ICSE or any recognized Board by UGC shall be eligible for applying for this course.

English as a subject in 10th or 12th board is compulsory. 45% is the minimum in 12th Board to qualify for admission.
PRESS COVERAGE OF IMS - DIA
IMS-Design and Innovation Academy (DIA), held its annual convocation of 2014 batch at Noida Campus recently. Darlie O Koshy, director general and CEO of Apparel Training Design Centre graced the ceremony as the chief guest. President of IMS- DIA Rajeev Kumar Gupta and Kripal Mathur Dean, faculty members and students were also present.

The four-year course of IMS-Design and Innovation Academy diplomas were conferred to the graduating batch from all four departments—Fashion Design, Interior Design, Jewellery Design and Communication Design.

Congratulating the students Koshy said, “We must be prepared for challenges and responsibilities in every way for success. If we do not get challenges in life then we will not be able to remain active.”

The four-year IMS-Design and Innovation Academy diplomas were conferred upon the graduating batch of 2014 from all four departments: Fashion design, interior design, jewellery design and communication design.