

1 Year

AFT
ONLINE

DIPLOMA IN
ASHION
ESIGN



ABOUT

AAFT ONLINE

An EdTech
venture
which aims to
**change
the way
creative arts**
is **learnt** and
**taught
globally**

Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

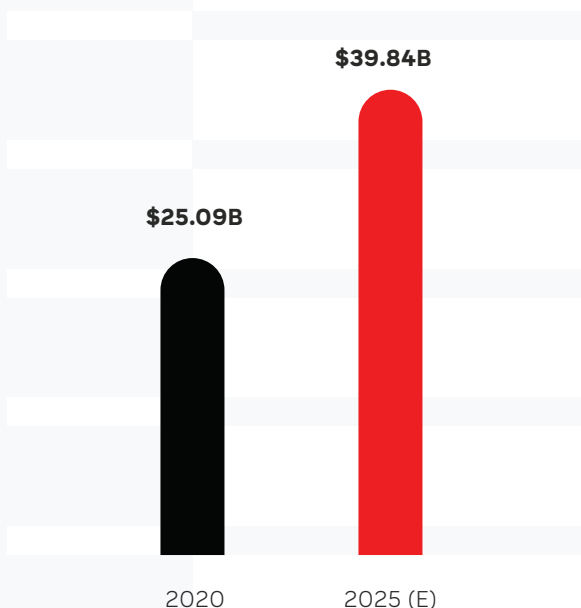
The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

INDIAN FASHION INDUSTRY OUTLOOK

Increasing adoption of affordable clothes by the rising youth population is driving the fast fashion market.

The fast-fashion market consists of sales of clothing and apparel in trend and related services. Fast fashion means garments that move quickly from the catwalk to the stores to meet the new trends. Fast fashion clothing collections are supported by the foremost recent fashion trends presented at Fashion Week.



**EXPECTED CAGR
TILL 2025** **7%**

CHAIRMAN'S MESSAGE



We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.

ACHIEVEMENTS



India's First
UGC approved
Creative Arts
University



Bestowed
upon
120 Awards in
Education



Over
30 Years in
Education



Trained
Over **20,000+**
Students

WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections



Courses are **specially curated by Academicians and Industry Experts**

Opportunity to **interact and network** with enthusiasts from all across the globe

Courses are for all-whether you are a student or a working professional

All our classes are backed by **Virtual Faculty Support**

Focused approach for skill building and **practical exposure** through assignments and projects

Dedicated Placement Support

Up-to-date content with the latest trends and developments of the industry

Learn **real world application** through practitioners

Add a specialization in your Resume on completion of the course

Access to **AAFT Alumni Association**

one-to-one mentor sessions throughout the course

THE INSTRUCTORS



Shilpa Kalra Sahni

Designer and Founder of Wasabi, it is a home-grown women's wear sustainable brand. She Specializes in Western and Indo-western wear by using sustainable Indian fabrics and hand crafted embroideries. Sell through her store in Nirvana Courtyard and Multi designer stores in Delhi, Gurgaon, Jaipur and Mumbai. She is a dynamic team leader, able to bring energy, enthusiasm, and humour to motivate team members to achieve potential and meet objectives. 20 years of experience in the fashion industry and with various corporates like William E Connor, The Hilt. A graduate from Delhi University, Pearl Academy of Fashion, Fashion Institute of Technology, New York and Hogeschool Van Amsterdam. An adjunct faculty at a Management Institute and also a co founder of an NGO in Gurgaon. An award winner for community service by Dainik Jagran, National Achiever's award by SNP. Handled production at New York Fashion week SP/SU 2016.



Nida Mehmood

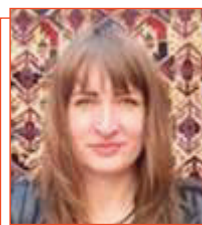
Nida is an artist and a designer from NIFT. She was awarded the "Most Creative Design Collection" in 2002. Her works have been showcased in 7 fashion weeks. She is also called the Queen of Indian Kitsch, which is her forte. Her collections have met with rave reviews, critical appreciation and commercial success. She has a vast experience of over 18 years.

THE INSTRUCTORS



Deepika Deepti

A renowned name of the Indian fashion retail landscape, Deepika Deepti, is the current CEO of Bhaane. She completed her education with a particular focus in Fashion Design and Accessory Design from the National Institute of Fashion Technology, New Delhi. She then went onto join 'Uni Style Images Pvt Ltd' where she was the Head of Design and Development. Her most extended working association was with Adidas, where she worked for almost 11 years. She started as a Category Manager, then took up various roles, and finally became the Director for brand activation in 2019. She joined Bhaane in January 2020 and has been contributing to the progress of the brand ever since.



Liz Hartman

With her Bachelor's focused in Fine Arts, Visual Arts and Integrated Fashion, from Pennsylvania State University and Parsons School of Design respectively, Liz Hartman is known for her enthusiasm for sustainable fashion. She is a bright name in the fashion industry, who is also the Founder/ Creative Head at 'Swiatlo', which means 'to illuminate' in Polish. The goal of the 'Swiatlo' project as she claims is "to bring light and illumination via vibrant and long-lasting clothing to everyone along their supply chain from the sample makers to the final client. Their collections are crafted by women-run workshops around New Delhi and range from a mix of Gujrati-Rajasthani artisan block prints and upcycled saree-denims.



COURSE OVERVIEW

FASHION DESIGN

When you take the course, you will learn the fundamental principles of fashion design and study some fashion artists' great works, apart from building a basis for design, garment construction, fashion illustration, marketing, PR or merchandising. Our one-year Diploma is a one-of-its-kind course that enables students to combine their expertise in global mode with the latest developments in technology and international perspectives to satisfy today's demands of the fashion industry.

WHAT YOU WILL LEARN

Understanding of fundamental aspects of fashion

Basic skills in pattern making and garment construction to support the designs.

Independent study and research, self and peer evaluation and appropriate response to any professional situation.

A personal design philosophy

Full range of transferable skills.

The innovative design collection with the specified target market foremost in design process



CURRICULUM

OVERVIEW

MODULE 01 DESIGN

Elements & Principles Of Design

Introduction To Fashion

Inspirations, Concepts And Visual Presentations

MODULE 02 HISTORY OF FASHION

History Of Indian Costume

Indian Designers

History Of World Fashion

20th Century Fashion

Global Designers

MODULE 03 FASHION ILLUSTRATION

Introduction To The Female Anatomy, Body Parts
And Muscles

Defining Silhouettes

Understanding Postures

Flat Drawings

Introduction To Stylized Illustration

Illustrating With Alternative Materials

Creating Boards

CURRICULUM

OVERVIEW

MODULE 04 TEXTILES

Introduction To Textiles

Classification Of Fibers & Yarns

Fabric Manufacturing Methods

Introduction To Sustainability

Introduction To Dyeing & Printing

Introduction To Indian Textiles & Embroideries

MODULE 05 CAD (Powerpoint, Microsoft Paint, Canva/CorelDraw, Adobe Photoshop)

Introduction To Paint

Introduction To Powerpoint

Introduction To Canva And Its Tools

Introduction To Corel Draw And Its Tools

Introduction To Adobe Photoshop & Tools

MODULE 06 PATTERN MAKING (WOMEN'S)

Introduction To Basic Bodice Block

Necklines, Collars, Pockets And Sleeves

Introduction To Basic Skirt Block

Dart Manipulations & Variations

CURRICULUM

OVERVIEW

MODULE 07 GARMENT CONSTRUCTION (WOMEN'S)

Introduction To Sewing Machine, Tools And Equipment

Different Seam & Hem Types & Samples

Constructing Bodice With Sleeves

Constructing Skirt

Specification Sheets

MODULE 08 FASHION ENTREPRENEURSHIP

Business Of Making And Selling Fashion

Globalization Of The Fashion Industry

Ready To Wear Vs Haute Couture

Consumer Behaviour

Fashion Marketing

MODULE 09 PORTFOLIO

Research Project

Fashion Forecasting Project

Range Development (Project Based)

Digital Project



KEY PROJECTS

SOFTWARE TRAINING

Photoshop

Corel Draw

CAD

PROJECTS

Making Tops with variation of Necklines and Sleeves

Making Tops with different Fabrics and Dart
Manipulation

Skirt Making

Conceptualizing a collection inspired by History

Developing surface of the fabrics by using different
kinds of embroideries

Fashion Illustrations

Case Studies for understanding of the fashion market
trend scenario

Designing and Constructing Garments - Women Wear



I DON'T
DESIGN
CLOTHES,
I DESIGN
DREAMS.

WHO SHOULD ENROLL

Freshers/Beginners from any Stream

Creative Minds

Aspiring Fashion Designers

Fashion Enthusiasts

Boutique Owners

Entrepreneurs

Influencers & Bloggers

Fashion Styling Aspirants



CAREER OPPORTUNITIES

Fashion Designer

Retail Manager

Fashion Coordinators

Fashion Stylist

Fashion Consultant

Textile Designer

Make Up Artist

Fashion Illustrator

Fashion Journalist

Fashion Stylists

Fashion Illustrators

Fashion Merchandisers

Creative Pattern Makers

Trend Analyst

Forecast Analyst



CERTIFICATE

OF COMPLETION



One Year Diploma

Nidhi Sharma

Has Successfully Completed The AAFT Online
Diploma Program In

Fashion Design

This hereby confirms that the candidate has successfully cleared all assessments and projects
and is ready to execute their learning.

PROF. ALBEENA ABBAS
Academics Director, AAFT Online



Dr. SANDEEP MARWAH
Chairman, AAFT Online

COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals
and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding with
Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments
and Assignments

Placement Assistance

ADMISSION

DETAILS

DIPLOMA IN **FASHION DESIGN**

ELIGIBILITY

Every Candidate with 10+2 from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admission Team would review your application

STEP 3: Interview round with Director Admissions

FEE STRUCTURE

Rs 1,20,000 (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

Financial Aid - Avail Education Loans at 0% interest rate from our corporate financial partners.

SUCCESS

STORIES



KRITIKA BAJAJ

Fashion Design Student
Shantanu and Nikhil - Fashion Consultant

I would like to take this opportunity to express my heartfelt thanks to you and your entire team for the valuable assistance provided to me during my interview process with the well-known designers, Shantanu and Nikhil. I truly appreciate it.



BHAVYA SHUKLA

Fashion Design Student
Zara - Visual Merchandiser

I got placed in Zara as a visual merchandiser and it is none less than a dream to work with such a great company at the starting of my career and it is because of the efforts put by our faculties and Training and Placement cell.



OMKAR KUMAR

Fashion Design Student
Lacoste - Boutique Executive

Stepping in at AAFT was the best decision of my career. There is so much to learn and experience in this UNIVERSITY, that we often and ourselves juggling between events, interacting with designers and getting mentored for the real world by our mentors at AAFT.



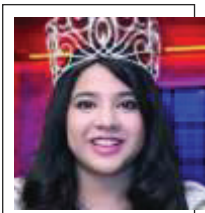
MAMTESH

Fashion Design Student
Sue Mue - Intern

Hectic and long work hours but very interesting to work with a designer. Lively atmosphere and positivity all around the workplace and so much to learn. A very good experience to work with SUE MUE.

SUCCESS

STORIES



JEESHA CHAUDHARY

Fashion Design Student
Fabbitz - Fashion Stylist

It's been 11 months that I am working with Fabbitz as a fashion blogger. I am thankful to AAFT for providing me with this platform because of which I have learnt so much about fashion blogging and fashion.



SURBHI GUPTA

Fashion Design Student
Darzi Gali - Fashion Consultant

I am so grateful that I embraced my skills under the most supportive faculties, collecting all the unforgettable memories I have completed my journey and got placed in Darzi Galli as a fashion consultant.



SAKSHI VERMA

Fashion Design Student
Veils India - Graphic Designer

It's been a fantastic learning experience. The professors are extremely informed and supportive of the students' development. With the amount of exposure I had in college, my career progressed steadily.



VASUDHA

Fashion Design Student
Times Network - Intern Stylist

I am thankful to the AAFT (Marwah Studios) for providing me a wonderful opportunity of getting placed as Intern Stylist in Times Network. I would like to thank my faculty and placement team for their constant support.

SUCCESS STORIES



SHIVANI CHAUDHARY

Fashion Design Student
Faywear - Assistant Merchandiser

I'm very happy to be a student of AAFT where I got many opportunities to improve my skills. I would like special Thanks for AAFT Placement Department for bringing such good companies in campus and making a dream come true for many of us.



RIBBI SHINE

Fashion Design Student
Hemant & Nandita Designer - Intern

With the help of AAFT's placement department I got a chance to work with one of the most famous designer HEMANT & NANDITA. Its great working here. I would like to thank everybody at AAFT for helping me in achieving the first step of success.



HIMANSHU SHARMA

Fashion Design Student
Satyapaul - Sales Executive: Club SP

I take this opportunity to thank AAFT for providing a pool of knowledge with the help of which I have got an opportunity to work with such a big and renowned brand like SATYA PAUL. I feel grateful that my faculties guided me through-out the years. Thank You.....



ASHMITA

Fashion Design Student
House of Quidwa - Intern

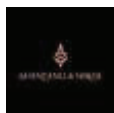
I am an intern in house of Qidwa, it really feels good to work as a design intern, sourcing material, designing and working on research project. I am happy that I got this opportunity and my faculty who taught me all this because of which I am able to do all this.

OUR RECRUITERS



yash raj films

ZARA



STEFANO RICCI



Noronha
PARIS

DEOLA

KAZO

FABALLEY



INCEPTRA

Yell

MANI
ENTERPRISES



Indian Institute of Technology



EXASIA



UNIQLO

