

1 Year

AFT  
ONLINE

DIPLOMA IN  
FASHION  
DESIGN



# ABOUT

## AAFT ONLINE

AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success.

## OUR ACHIEVEMENTS



**India's First**  
**UGC Approved**  
Creative Arts  
University



Trained  
Over **25,000+**  
Students



**Over 30 Years**  
in Education



**500+**  
Faculty &  
Mentors



# 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.

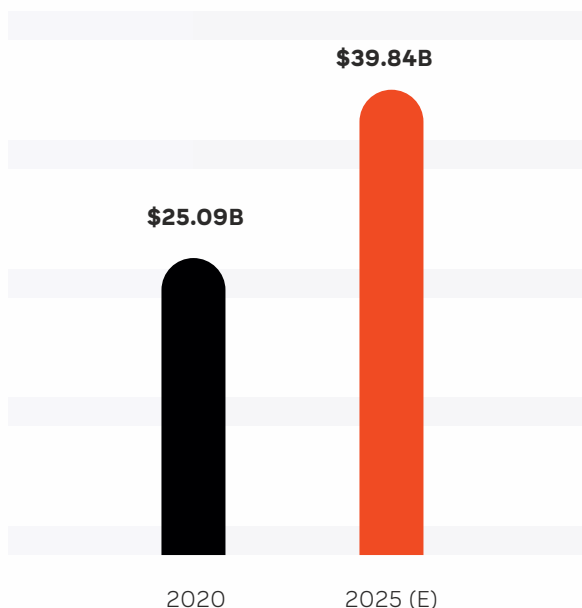


# INDIAN FASHION

## 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** **7%**  
**TILL 2025**

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

# WHY US

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

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

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

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

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

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**Dedicated Placement Support**

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

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Learn **real world application** through practitioners

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**Add a specialization** in your Resume on completion of the course

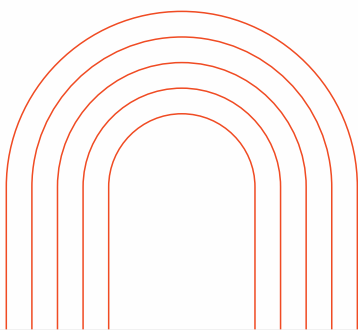
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Access to **AAFT Alumni Association**

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**one-to-one mentor sessions** throughout the course

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# COURSE OVERVIEW

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.

# COURSE HIGHLIGHTS



Recorded Video  
Lectures &  
eWorkbooks



Self-paced  
Learning



AAFT Alumni  
Status



Live Webinars and  
Doubt-clearing support



Digital Verified  
Certification



Career Mapping &  
Career Counseling



Soft Skills  
& Personality  
Development



Resume Building &  
Review Sessions



Course validity  
for 12 months post  
purchase





# 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

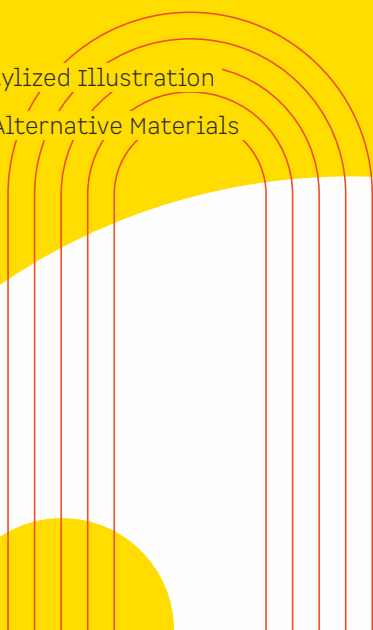
Understanding Postures

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

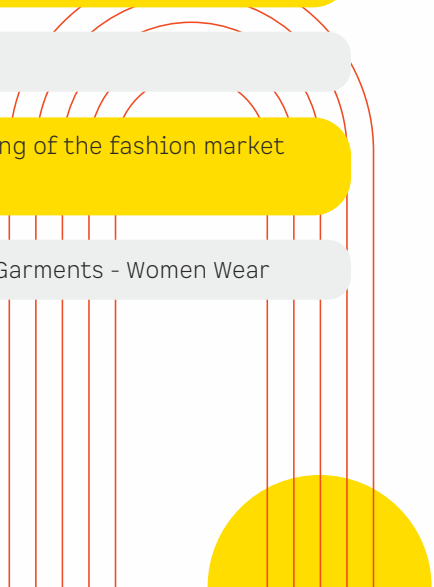
Conceptualizing a collection inspired by History

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



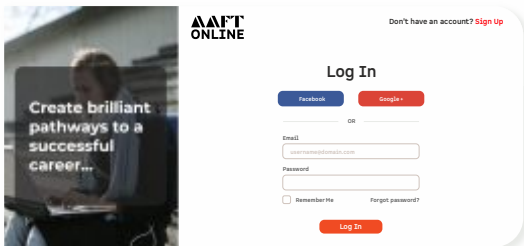
# HOW YOU WILL LEARN

## Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.

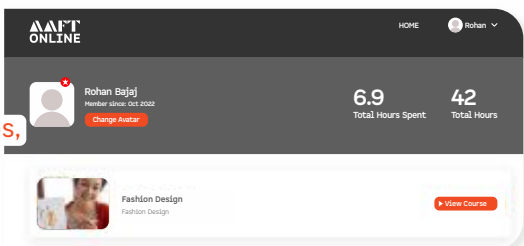
1

Login  
with your  
credentials



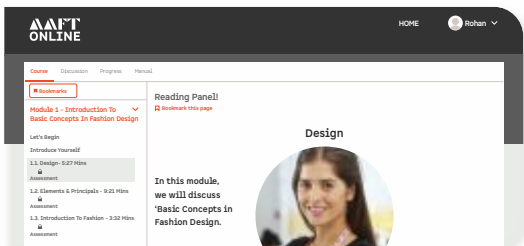
2

Start Learning  
with help of videos,  
live sessions &  
doubt clearing  
support



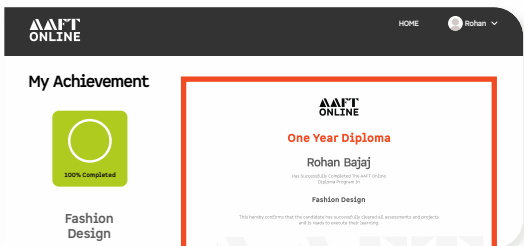
3

Access  
to Program  
Material



4

Get Certified  
upon completion  
of program



# THE INSTRUCTORS



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.



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.



Anila B. Sharma

Anila Sharma has an extensive industry and training experience of over 28 years. She has been associated with various Fashion Design Institutions and Universities of repute. She is also associated with Apparel Made Ups and Home Furnishing Sector Skill Council as a Master Trainer and Assessor.

# 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. 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.



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 Gujarati-Rajasthani artisan block prints and upcycled saree-denims.



RECENT

# EXPERT SESSIONS

**RINA**  
Dhaka

Celebrity Fashion Designer



**Recipient of the Rajiv Gandhi Excellence Award, Yuva rattan Award & has represented India at Galleries Lafayette in Paris and Inters Off in Germany**

**LEENA**  
Singh

Fashion Designer



**Known for combining Indian craftsmanship with innovative western silhouettes. One of the official designers for the Commonwealth Games in 2010.**

RECENT

# EXPERT SESSIONS

## SAMANT Chauhan

Celebrity Fashion Designer



Has dressed celebrities like Madhuri Dixit, Gauhar Khan, Dia Mirza, Chitrangda Singh to name a few.

## UJJAWAL Dubey

Ace Men's Wear Designer



Has been listed in **Forbes India's Under 30** list. His designs are very popular amongst **Bollywood stars like Ranbir Kapoor, Arjun Kapoor.**

RECENT

# EXPERT SESSIONS

## ASHISH Soni

Fashion Designer



Was hailed as **“one of New York’s new discoveries”** by International Herald Tribune’s Suzy Menkes.

## GAURI & Nainika

Fashion Designer Duo



Gauri & Nainika are a **popular name among the celebrities and influencers** for their flowy fabrics, gorgeous prints, and contemporary designs.

# 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

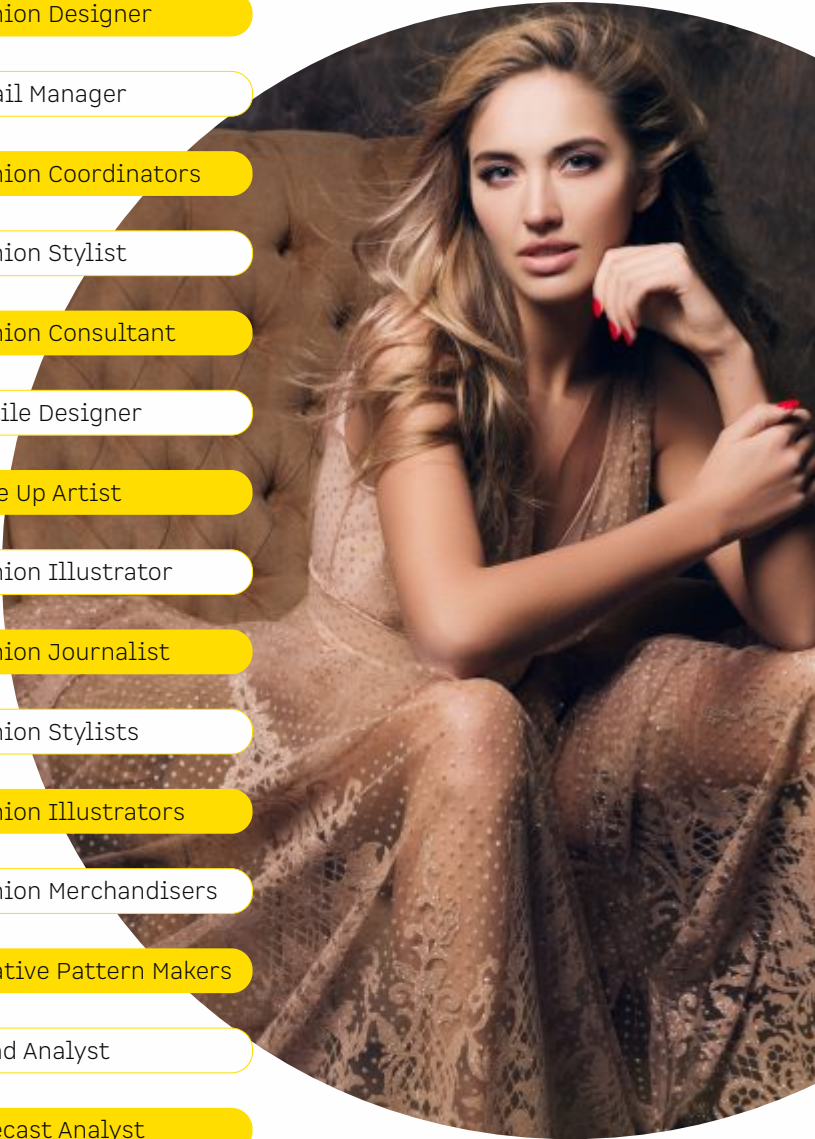
Fashion Illustrators

Fashion Merchandisers

Creative Pattern Makers

Trend Analyst

Forecast Analyst





# RECENT PLACEMENTS



**Rupashi Dutta**

Fashion Stylist

Marks & Spencer

MARKS &  
SPENCER



**Kamya Pandey**

Fashion Supervisor

Singer India



**Shambhavi Jha**

Intern Stylist

Bharat 24



**Ayushman Chauhan**

Intern Stylist

Zee Media



**Vaibhi Dhawan**

Stylist

Network 18



# RECENT PLACEMENTS



**Aastha Manchanda**

Visual Commercial

Zara



**Vasudha Yadav**

Fashion Designer

IBA Craft



**Bajrang Singh**

Fashion Consultant

Shantanu & Nikhil



**Isha Mittal**

Customer Relation Exec.

FabAlley



**Ayana Tyagi**

Merchandiser

Indo Slate



# RECENT PLACEMENTS



**Abhinav Sharma**

Merchandiser

Lifestyle International

**lifestyle**  
YOUR STYLE. YOUR STORE.



**Siri K S**

Sampling Co-ordinator

Shah Exports



**Mamta Sutar**

Chief Designer

Daffodils Boutique



**Reena Kapoor**

Chief Designer

AutumnFab



**Gursimran**

Fashion Designer

Stylobug





# STUDENT TESTIMONIALS



A very good learning platform. Good faculties.  
Effective recorded sessions in LMS portal.  
Weekend classes is highly remarkable.  
All the questions were properly answered. The assignments are really helping us to do a self analysis and research on the topics. Overall the AAFT online Program is really great.

**Krishna PM**

**2<sup>nd</sup> Batch - November 2021**

I would really want to thank the entire team of AAFT online program involved in Diploma in Fashion designing be it with the mentors, technical persons as they would resolve the queries in very short period of time. Teaching methods are very simple and crisp to the topic.

**Siri KS**

**1<sup>st</sup> Batch - August 2021**



The entire team of AAFT Online has been very supportive to me...my doubts have always been clarified and problems have been solved promptly. Overall I am having a great experience. Thank you Team AAFT.

**Swagata Mishra**

**1<sup>st</sup> Batch - August 2021**



# AFT ONLINE IN THE MEDIA



THE TIMES OF INDIA



<https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/>

INDIA  
**Forbes**



<https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digital-push/73339/1>

THE FINANCIAL EXPRESS



<https://www.financialexpress.com/education-2/aaft-group-launches-its-start-up-venture-aaft-online-/2591229/lite/>

# AFT ONLINE IN THE MEDIA

## Higher<sup>®</sup> Education Digest



<https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/>

## techgraph!



<https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/>

## CEO Insights



<https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html>

# CERTIFICATE OF COMPLETION

**AAFT  
ONLINE**

## 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

# ADMISSION

## DETAILS

### DIPLOMA IN FASHION DESIGN

#### ELIGIBILITY

Every Candidate with 12<sup>th</sup> grade from a recognised board is eligible for the program.

#### SELECTION PROCESS

**STEP 1:** Fill up the Application Form

**STEP 2:** Admissions Team would review your application

**STEP 3:** Interview round with Director Admissions

#### Financial Aid

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



[admissions@aaftonline.com](mailto:admissions@aaftonline.com)

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