

WHERE ART,
AMBITION
AND CAREER
MEET WITH
GLORIOUS RESULTS.

dream zone[®]
... school of creative studies





Rediscover Your Creative Self

And make a career out of it

If you thought creativity is a rare skill, think again. Including you, every one of us are born creative. But we are rarely encouraged to exercise our creative - or right brain - skills such as storytelling, drawing, imagining, visual thinking, and designing.

Today, creativity is making a comeback, as people are willing to pay a premium for design. And the good news is that there are software technologies and creative thinking techniques that enable us to become creative once again within no time.

Dream Zone, India's largest and fastest growing institute of creative skills is at the forefront of democratising creative education by offering highly effective design courses for students of all backgrounds. You can rediscover your creative self and make a successful and rewarding career out of it.



We imagine for you

What we do, and how we do?

Dream Zone aspires to be the fountainhead of creative skills. We strive to create as many creative entrepreneurs and professionals as possible. And the market needs them in thousands.

We do so by imparting creative skills to our students with our world-class studios, expert faculty members and software. But what differentiates us from others is our unique approach to creative education that places emphasis on experiential learning.

Dream Zone means an opportunity for the students to be treated as creators. We give exposure to our students' creations through our events - film festivals, fashion shows, and interior & building design expos, so that our students gain the confidence and recognition they need to become creative entrepreneurs, and professionals in their own fields.

Opportunities are unlimited

Your job is to jump in

Creativity and design are the keys to innovation, and an enabler of business and societal progress. There is a surging demand and a booming job market for creative skills, in India and elsewhere.

Businesses and individuals are investing significantly in design as they think design as an important factor for their operations, sustenance and growth. Hence, many creative disciplines are increasingly gaining popularity.

The fundamentals are promising. The energy and vitality in India's creative community reassures all of us of the future prosperity. Now is the time to leverage it all. Take the plunge. Enroll in a Dream Zone's certificate, diploma, and master diploma courses in any of the following domains that are close to your heart:

Courses*:

- ▶ Interior Architecture & Design
- ▶ Fashion Design
- ▶ Jewelry Design
- ▶ Graphic and Web Design
- ▶ Web Development
- ▶ Animation
- ▶ Editing & VFX

*Select courses available at select centres only.

Exclusive student kit
with complete stationery
for the course duration,
provided.

INTERIOR ARCHITECTURE AND DESIGN

Transforming Houses into Homes



A house is not a home, till an interior designer makes it one. After exposure to global lifestyles, Indians want well-designed interiors. With increasing income levels and urbanisation, this sector is going to grow. India is expected to become the third largest market for construction overtaking Japan by 2020. Planning commission of India has proposed an investment of around 1,00,000 crores in 12th 5 year plan (2012-2017). This proposed increase in allocation in the twelfth five-year plan (2012-2017) will translate into a healthy business for construction companies. This calls for more and more designers, which India does not have at the moment.

DreamZone's interior architecture design courses offer you rare insights into forms and functions; spaces and materials. We teach you how to conceive thoughtful interiors, woven around themes; how to communicate the ideas to your clients, and ultimately, bring to life this most beloved segment of construction.

We have developed reference books in partnership with experts in the industry. In our exclusive resource centres, we conduct workshops for model making and offer training in project management thus making you a pro in the truest sense and in the shortest possible time.

Course content

- ▶ Introduction to Interior Architecture & Design
- ▶ Basic design
- ▶ Drawing
- ▶ Building Materials
- ▶ Design Process
- ▶ Design Elements
- ▶ Space Planning
- ▶ Human Dimensions
- ▶ Services - 1 & 2
- ▶ Design Elements
- ▶ Interior landscape
- ▶ Estimation & Specification
- ▶ Professional practices, regulations, codes of conduct
- ▶ Project management
- ▶ Furniture fixture and equipments
- ▶ Furniture styles
- ▶ Computer Aided Design
- ▶ Rendering & Compositing
- ▶ Computer Aided Design Visualization

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FASHION DESIGN

Flourish as a Fashion Designer

Are you inspired about the looks? Feel colours, and fabric? Well, you are cut out for the fashion world. Fashion design is all about inspiration. India's rich textile and design tradition is being constantly re-created in contemporary fashion. Thanks to the rising disposable incomes, and evolving lifestyles, the Indian textile industry, currently estimated at US\$ 108 billion (INR 7,18,685.5 Crores), is poised to reach US\$ 223 billion (INR 14,83,952.4 Crores) by 2021, according to ASSOCHAM.

At Dream Zone, we train you to see design as a new opportunity for you to apply your creativity to a global market. We introduce you to all fashion concepts, and also impart the aesthetic rigour you need to succeed in this ultra-competitive world. Thanks to our expertise in fashion CAD we can make you one of the next generation of tech savvy fashion designers.

Course Content

- ▶ Application of design
- ▶ History of fashion
- ▶ Textile Science
- ▶ Fabric
- ▶ Textile Design
- ▶ Pattern Making
- ▶ Draping
- ▶ Garment Construction
- ▶ Fashion Management
- ▶ Embellishments
- ▶ Computer Aided Pattern
- ▶ Drafting
- ▶ Computer Aided Fashion Design



JEWELRY DESIGN

Craft of Making Heads Turn

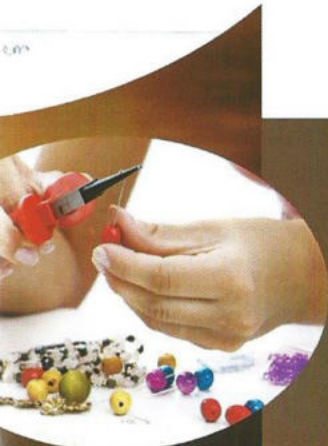


Keen to craft handmade jewelry or computer aided jewelry design? The art of making jewelry can be a highly engrossing experience and a rewarding profession as well. The Indian gems and jewelry industry is estimated to grow from a market size of US\$ 40 billion (INR 2,67,580 Crores) in 2013 to US\$ 80 billion (INR 5,35,160 Crores) over the period of 2014-19. By 2018, the industry will provide direct employment to 2.5 million people, as per CII's (Confederation of Indian Industry) India Design Report 2015.

By learning a basic techniques, you should be able to construct unique styles of jewelry sets, necklaces, bracelets, earrings, and more.

Dream Zone courses cover end to end - from pencil sketching to jewelry assembling to designing, manufacturing and 3D printing jewels.

We leave out no material - beads, knitting wires, paper quills, terracotta, leather, wood, crochet, silk thread and precious metals. We also teach software that enable you to visualize jewelry design in 2 dimensions, 3D modelling and 3D printing.



Course Content

- ▶ Introduction to Jewelry Making
- ▶ Sketching - Manual Illustration
- ▶ Creating Prototypes
- ▶ JCADD & Manufacturing
- ▶ JCADD & 3D Print Manufacturing



GRAFX and WEB DESIGN

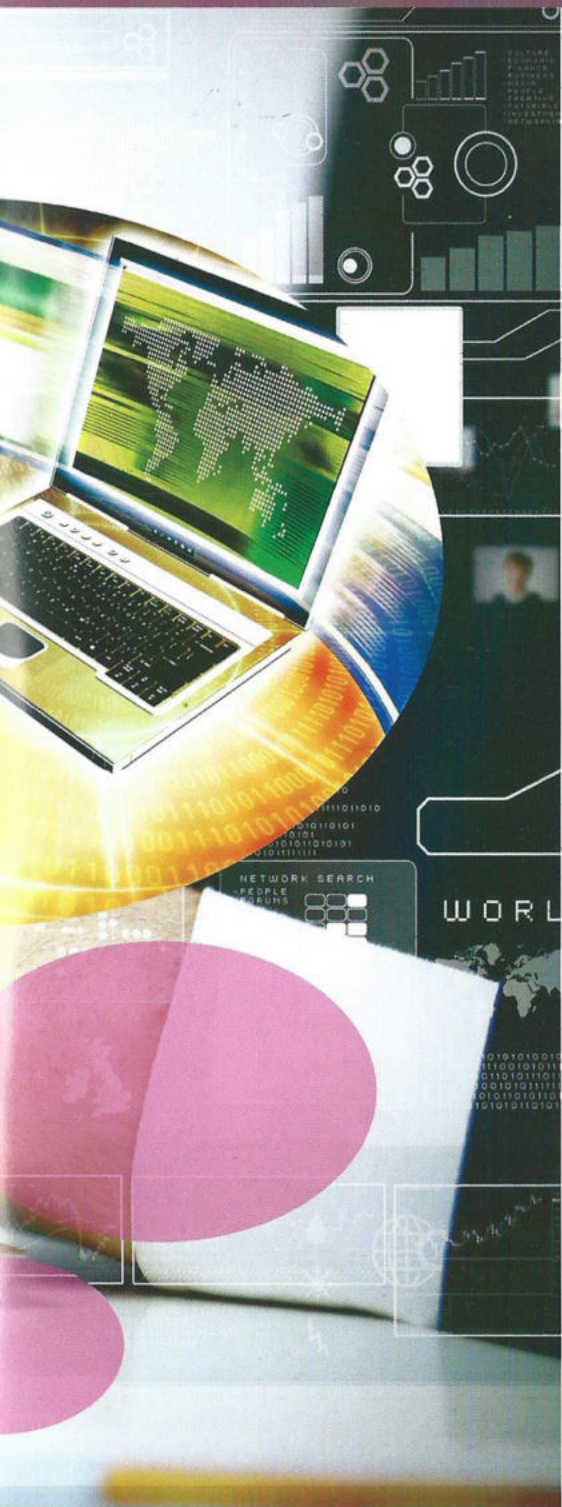
For the Digital Art of Connecting the Dots

The world of business needs a lot of marketing done through art. Graphic and website design have become the inevitable tools of the trade, in this age of hyper-connectivity. Common uses of graphic design include branding, websites, publications, advertising, packaging, type design, illustration, graphic interface design, print design, among others. The graphic & web design industry is expected to grow to Rs. 4,550 crores by 2017, according to CII (Confederation of Indian Industry).

Our special courses on grafx and web design ensure that you traverse the whole range of tools and gain knowledge in colours, typography and layouts. Your work will find a worldwide audience through advertising agencies and business houses.

Course Content

- ▶ Design fundamentals
- ▶ Computer Aided Image editing
- ▶ Computer Aided Illustration
- ▶ Computer Aided page layout and digital publishing
- ▶ Computer Aided vector animation
- ▶ Computer Aided Web design
- ▶ Digital Audio editing



WEB DEVELOPMENT

Go Digital. Go Places!

Do you enjoy the process of collecting information, and aesthetically presenting them to your audience? Then web development is for you. You can be rest assured of the demand for your web development skills. India is now the world's third largest Internet user after the US and China. Increased digitization is fueling the growth of the web development industry, which is a component of new media business of US\$ 15 billion (INR 100342.5 Crores). One can call it layout and this art is at the centre of web design, the magic of presenting content on electronic web pages.

Dream Zone courses teach you all the core elements of web design - starting from the layout of arranging graphics, images, video and text, to the subjects of choosing colours, various fonts, and to the trick of maintaining the balance, consistency, and integrity of the web pages.

You will learn to create user-friendly web designs with good navigation flow, multimedia, compatibility, interactivity, and right technology.



Course Content

- ▶ Web Graphic Design
- ▶ Interface Design
- ▶ Typography Basics
- ▶ Front-end Programming
- ▶ Back-end Programming
- ▶ User Experience Design
- ▶ Search Engine Optimization basics

Spark a Career in Animation



Right from Walt Disney's spellbinding creations to the complex motion capture techniques of today, animation has come a long way in terms of technology. According to a FICCI-KPMG report, it is expected to double in size from Rs 4,500 crore in 2014 to over Rs.9,500 crore in 2020. Filmmaking and animation form a major junk of this sector.

We welcome you to create characters that stand the test of time and draw in crowds. If you think you have that spark in you, we can help you take it further. We begin with simple lines, with sketching, and then move on to more complex functions. We ensure that your focus firmly remains in visualization.

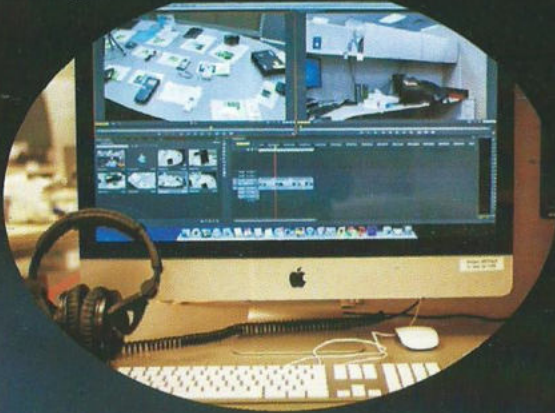


Course Content

- ▶ 3D Modelling & Animation
- ▶ Sketching and story boarding
- ▶ Computer Aided 3D modelling
- ▶ Computer Aided Advanced 3D modelling
- ▶ Animation Principles
- ▶ Computer Aided Animation

Pump Out High Quality Shows

Take the effects to a new level of craftsmanship. According to industry reports, the current size of the animation and special effects industry is US\$ 247 million (INR 1643.7 Crores) with a per annum growth rate of 20%. Dream Zone offers a large number of post-production courses in understanding digital acquisition, visual effects and compositing, sound editing and video editing.



EDITING

We teach you how to creatively work with the layers of images, story, dialogue, music, pacing, as well as the performances of actors and effectively "re-imagine" and even rewrite films to craft a cohesive whole.

VFX

Visual effects - a subject that every avid filmgoer feels fascinated with. This stream is all about manipulating reality. We teach you the art of combining live-action footage with generated imagery to create a separate environment that exists only in the imagination - and would be impossible to recreate in actual conditions.

We teach you the use of multiple tools and technologies such as graphic design, modeling, animation and similar software, while special effects are made on set, such as explosions, car chases and so on.



Dream Zone - a journey through images

Anigra

National short film festival



Vibes 360°

National fashion show



Aesthetics

National Interior design carnival



Skilling

The new mantra



Animation





Seminars



Weekend Workshops



Site visit / Industry visit



Dream Zone is all about learning the fun way. We firmly believe that the best learning doesn't happen in the classroom, but in the world outside. Hence we organize events on a grand scale that involve accomplished creative professionals.

THE HINDU

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celebrating innovation in design



Participant at the 'World Designers Day' on show in Chennai Saturday
PHOTO: S. ARUL ANAND

Staff Reporter

CHENNAI: It was a day of fun, fashion, creativity and colour at the NIFT campus here on Saturday, Dream Zone, Chennai-based school of creative studies, launched 'World Designers Day' with a fashion show.

Students of design showcased their creativity presenting collection on various themes. Thirty five themes were presented, with each presenting six garments.

M. Vivek, Country Head, Dream Zone, said the objective behind the event was to give students of design an opportunity.

"Designers are not getting the recognition they deserve.

This is an opportunity to showcase their talents and make their work marketable," he said.

From clothes inspired by colours of nature to play with white and sequins to collection titled romantic students showcased their creativity. In each of the themes models walked the ramp.

The other highlight of the day was the annual 'fashion event' 'VIBES 360 Degree' where students from eight colleges participated.

Designers such as Spide Sladen, Vivek Karunakara and Satskrit participated in the event, which was choreographed by Karun Ramar.

The Hindu NGK was the media partner.



Are Indian VFX on par with Hollywood?

CONTINUED FROM PAGE 1

popular refrain of top professionals in this industry that youngsters should not get this as a regular job.

One reason why the quality of visual effects isn't on par with Hollywood films, Kannakumar, the VFX effects producer of 'Nan' and 'Raman', is because people in the final output do not know what a quality job is not enough if a person tells us that the need to be better. They also need to point out the improvements to be made so that the local team can work on areas based on their



feedback," he says. However, not all is bleak for the industry, say experts. Presently 10 to 15 per cent of an Indian film's budget is being allocated for visual effects and they feel that the number might improve upto 30 to 35 per cent in the coming years. The number of VFX shots that Indian film makers include in their films

has also shot up from the lower hundreds to anywhere between 1,500 and 2,000 (in big budget films). Also, a significant number of VFX artists are trying to break the monotony of their work in the studio by turning part time freelancers. Says Senthil Kumar, co-founder of a film technology provider based in Chennai,



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IS INDIAN VFX ON PAR WITH HOLLYWOOD?

Hollywood films are using Indian companies for VFX and animation. But, are we on par with foreign companies and what's the status of the industry here? CT finds out...



It is hard to deny the fact that Hollywood is leading the world in visual effects. The quality of the work is so high that it is often said that the only way to get a job in the industry is to work in Hollywood. But, are we on par with foreign companies and what's the status of the industry here? CT finds out...

The use of animation production in India is on the rise. It is now a multi-billion dollar industry and about 10 per cent of the world's animation production is done in India. The industry is growing rapidly and is expected to reach a value of \$10 billion by 2015.



Awards



Affiliated with



ico-D International Council of Design leading creatively





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