AIM2EXCEL
Maximising Potential

EXCEL ROADMAP

Shruti Unnithan

EXCEL Roadmap

Name	Shruti Unnithan
Grade	6
Gender	female
School	Lotus valley international school
Academic Score	76% < 90%
Hobbies	Basketball, Swimming

Overview

Shruti is a lovely young girl who is very interested in fashion designing and creates designs of her own in her free time. Shruti has recently changed schools and is having a little trouble adjusting with her new classmates.

After discussion of AIM report and subsequent mentoring sessions, it was revealed that design was a suitable career pathway for Shruti. She also mentioned that she enjoys sketching and occasionally makes a few models sketches. Since she is more interested in fashion design, we have prepared a roadmap for her to explore this field further.

Our Recommendation

Since Shruti is young and has ample amount of time to explore the field of design, we recommend that she should try and gather as much knowledge as she can about design industry before she takes a final decision.

Start Early

Before starting a formal education in fashion design, Shruti should hone a few key skills required to be successful in the field of fashion design. Some technical skills involve, sketching, colouring and sewing at the very beginning.

Sketching

Sketching is an important aspect of fashion design. One should be familiar with the aspect ratio of say a blouse to a skirt. Making a sketch of your creation before you start working on it gives a preview of what your design will look like on a human being.

Coloring

Fashion design requires the creator to have thorough knowledge of the colour wheel. It's not just important to know which two colours go well, one should also know why they go well. Taking an art class is a great way of learning sketching and colouring.

Some art classes are listed below:

Name	Contact Details
Global Art Gurgaon	C-157, 1st Floor, Nirvana Courtyard, Sector-50, Nirvana Country, Gurugram, Haryana 122018 Phone: 081304 44776
The Art Room	Address: Nirvana, Sector 50, Gurugram, Haryana 122004 Phone: 098211 16005
Udaan	Address: 1541, Basement, no, Sector 46, Rd 2, Jal Vihar Colony, Sector 46, Gurugram, Haryana 122003 Phone: 078389 90791

Tarang Global School of Arts, Fitness, Dance and Music	Address: C-6A/29 (Basement), Near Complaint Centre, Sector 52, Gurgaon, Ardee City, Sector 52, Gurugram, Haryana 122002 Phone: 095822 26359

Make your own Portfolio

A portfolio is a collection of designs made by an artist. It is one of the most important objects for any professional in the field of design. Although a business portfolio will come later, Shruti should start collecting her creations and track her progress. This will help her identify her growth as well as pinpoint the areas where she might need more help.

She can take inspiration from the works of some successful, young bloggers to see how the fashion bloggers work in today's times.

Fashion Industry is one of the fastest changing industries out there. To be able to make a place as a fashion designer, Shruti needs to not just be good but also up to date with the latest fashion trends and techniques.

Following are some celebrated fashion bloggers under the age of 25 that Shruti should follow:

Tolly, Tolly Dolly Posh, 16 (https://tollydollyposhfashion.com/)

Tolly says that personal style is important for young women because, "we all wear clothes, so they're an essential part of our lives, and being able to combine that necessity with spreading a message, is a great thing. Personal style is a great way to express ourselves without having to say anything. You can express who you are and what you believe in, Your personal style is just an extension of your personality and your being, so it's a great thing to utilise!" Tolly has been featured in The Telegraph, The London Evening Standard and i-D magazine as well as appearing in a number of teen magazines.

Lexi, Lexi Likes, 16 (http://www.lexilikes.com/)

Lexi's blog is professional and her writing voice is mature, but she does not seem distanced from her audience as she also writes about how she is balancing studying for her GCSEs and binge-watching Dexter. Lexi has been featured in Teen Vogue.

Evita Nuh – Creme De La Crop (https://jellyjellybeans.blogspot.com/)

Evita Nuh is a 15-year-old blogger from Jakarta, Indonesia and is a breath of fresh air in the teen fashion world.

Her style is a mix of eclectic, edgy and at times retro, but still teenage-appropriate and fun.

She also posts about beauty, her life as a teen and her favorite things in life. Evita's blog, Creme De La Crop is the perfect combination of fashion and her trying to find herself and her place under the sun.

Gia Kashyap- Gia Says That (http://giasaysthat.com/)

Gia Kashyap is the founder of GiaSaysThat that was launched in 2010. She's a fashion enthusiast from her childhood, started her own t-shirt business when she was 18. This blog has over 100,000 followers on Facebook and a lot more fan base across all the other social media platforms such as Twitter, Instagram as well.

Co-curricular activities

There are some **free apps** that allow budding fashion designers to experience what it's like working in the industry. Some of these apps are:

Applications	Description
Fashion Design FlatSketch	• Allows user to design outfits • Access to an online public library of best designs by other users
Fashion Star Boutique	• Allows user to design different outfits and try them on different models. • Give experience of communicating with the client by presenting product requests from model customers.
Pinterest	• Allows access to a wide collection of designs from different parts of the world. • Allows user to create a portfolio of own designs.
AutoCAD 360	• Allows users to draft, edit and view

	2D pictures with intricate detailing. ● Allows users to collaborate with different users to discuss designs and ideas.
Infinite Design	● Allow users to draw and modify designs on a sketch pad like user platform. ● Allows users to edit images from phone's gallery.

Career Focussed Skills

Skills	Importance	Activities
Creativity	● In a highly dynamic field such as fashion design, one needs to be able to think beyond the obvious. ● Fashion designers are required to express their ideas in a different and new way. ● Creativity is one of the most important skills for fashion designers.	● Practice drawing and sketching and comparing them to track progress. ● Thinking about new ways to mix and match old clothes in the wardrobe. ● Experimenting with water colours, fabric colours, etc to create vibrant designs.
Communication	● Designers are always communicating at different levels. ● They need to communicate to their team, the vendors as well as their customers.	● Watching movies that serve as good models for effective communication. Eg: The social network, Public Speaking, The King's speech.

	• Being able to express oneself clearly is a requisite for this field.	• Writing important points of any discussion to strengthen the skill of drawing inferences and summarizing.
Visualization	• A fashion designer needs to see the product as a whole in his mind before he starts working on it. • Designers tend to visualize the lay out of the product, how it compliments the wearer and the environment. • Designers also keep in mind how the customer would see their product.	• Playing puzzle games is a fun way to enhance visualization. • Describing your design ideas to your parents, friends or peers at length. This should be done without making a rough sketch of the design. • Games like chess and checkers help in improving visualization skills.
Eye for Detail	• Fashion Designers have impeccable eye for details. • They are very particular with minutest details of their designs like the number of crease on the skirt, ruffling of the fabric, etc. • They take care of intricate details of their designs and make sure their creations are flawless.	• Games like spot the difference are the best activities to improve detailing skills. • Group games like Wink Murder is a fun way to engage our eye for detail. In this game the designated detective has to catch the murderer who kills people by winking at them.
Business Sense	• To be successful in this field, one needs to know how a business operates.	• Strategy games like monopoly and business will help improving these

	This knowledge will be used depending upon the type of organisation one works for. ● Basic understanding of finance, sales and marketing is pertinent to be a successful fashion designer.	skills. ● Some online games like Virtonomics and multishop tycoons are a fun way to learn basic business skills.

Education

At senior secondary level, Shruti can take up any stream to be eligible to pursue a higher education in fashion design. She should study computers as an optional subject as it will help her use different software required in fashion design.

Aim2Excel recommended **social science, computers and languages** to Shruti. As Shruti has some time before she needs to decide what subjects to take, she can try and identify what subjects appeal to her the most.

Following are some higher education courses and their typical 10+2 requirements in India.

B.Design – Fashion Design	Any subject combination in 10+2 with an aggregate of 50%	4 years
B.Design – Fashion Communication	Any subject combination in 10+2 with an aggregate of 50%	4 years
B.sc Fashion Design	Any subject combination in 10+2 with an aggregate of 50%	3 years

B.FTech in Apparel Production	Physics, chemistry and math at 10+2 level with at least 50% marks.	4 years
Diploma in Fashion Design	Any subject combination in 10+2 with an aggregate of 50%	Upto 2 years

Top Indian Colleges

Institute	Location	Website	Entrance tests	Fee structure (Total)
NIFT (TIER-1)	Multiple locations	www.nift.ac.in/chennai	Institute Entrance exam (CAT/GAT) (January)	INR 9.76 lakhs
Pearl Academy (Tier2)	Multiple locations	https://pearlacademy.com	Institute Entrance exam	INR 10 lakhs
Symbiosis Institute of Design (TIER-2)	Pune	www.sid.edu.in	Symbiosis Entrance Exam for Design (May)	INR 15.5 lakhs
Indian school of Design and Innovatio	Mumbai	www.isdi.in/fashion-business-manag	ISDI Challenge	INR 21.7 lakhs

n (TIER-2)		ement.html		
MAEER's MIT Institute of Design (Tier 3)	Pune	www.mitid.edu.in	Design Aptitude test (DAT)	INR 20.8 lakhs
FDDI (TIER 2)	Multiple Locations	www.fddiindia.com	Entrance Exam (May)	INR 3.6 lakhs
JD institute of Fashion design (TIER3)	New Delhi	www.jdinstitute.com	Online Application to the University	INR 5 lakhs

Studying Abroad

There are exciting opportunities to study and work outside India as well.

Applicants are advised to get in touch with the institution at least a year before the proposed date of admission. Application forms can be downloaded from the University's website or obtained via email.

Steps for seeking admission into abroad colleges–

- Research and shortlist the course and university that you want to study at and start preparing for IELTS or TOEFL test as required.

- Finalize the list of universities you want to apply to. Start applying for scholarships. Take your study abroad tests- SAT, TOEFL, IELTS, etc.

- Start preparing your SOP and ask for recommendation letters, which you can obtain from your teachers or internship supervisors.

- Get ready with application materials (resume, SOP, LOR, Transcript/Financial, documents/certificates, etc.). Start applying to universities.

- Prepare for visa interviews, after receiving admission letters from universities.

- Apply for visa.

A country wise list of top colleges in the US, Canada and UK are provided below

United States of America	Canada	United Kingdom
Massachusetts Institute of Technology (www.mit.edu/)	**Carleton University** (https://admissions.carleton. ca/careers/graphic-design/)	**University of Oxford** (www.ox.ac.uk › Admissions › Undergraduate)
University of Pennsylvania (https://www.design.upenn.edu/)	**Emily Carr University of Art and Design** (https://www.ecuad.ca/)	**Newcastle University** (https://www.ncl.ac.uk/careers-occupations/creative/design)
Rhode Island School of Design (RISD) (https://www.risd.edu/)	**University of Alberta** (https://www.ualberta.ca/art-design)	**Gold Smith, LCC, Royal College of Art** (https://www.rca.ac.uk/schools/school-of-design)
School of the Art Institute of Chicago (SAIC) (www.saic.edu/)	**University of Manitoba** (umanitoba.ca/schools/art/)	**Loughborough University** (www.lboro.ac.uk/departments/design-school)
Stanford University (https://dschool.stanford.edu/)	**York University** (https://futurestudents.yorku.ca/program/design)	**University College London** (https://www.ucl.ac.uk/bartlett/)
Yale University	**University of Victoria**	**Lancaster University**

(art.yale.edu/GraphicDesign)	(https://www.uvic.ca/facilities/service/projects/resources/index.php)	(www.lancaster.ac.uk/lica/about-us/design/)

Profile Building for Admissions Abroad

Educational Requirements (Class 9th to 12th)
All colleges abroad require a first class result from secondary to senior secondary schools. It's important to maintain good grades from class 9th onward. Shruti should focus to maintain her grades over 85% (GPA 3.0, or B) throughout her school.

Co-curricular Activities (All throughout school)
Schools abroad place a major emphasis on child's co curricular activities. It is a measure of overall development of a child. Shruti should participate in different competitions in school. If she is interested in playing a sport, she should try to join the school team and win certificates.
There are various competitions organized by different organizations for kids. Some useful websites to check for these competitions are:

- Competitions organized by Indian government (https://www.mygov.in/home/58/do/)
- Scholastic World (http://www.scholasticworld.in/)
- Aga Khan Foundation (http://www.agakhanacademies.org/tags/competition)

Internships and related exposure (Typically after class 10th)

Colleges abroad look for kids who are proactive in their field. Apart from the portfolio, Shruti will benefit from doing internships or courses in the field of fashion design and display herself as a promising candidate to the admission panel.
Some of the famous summer school programs for high school students in the field of fashion design are:

Teen Vogue x Parsons

Teen Vogue and Parsons have teamed up to create an online fashion education program that helps students launch a career in the fashion industry. The course lasts for 10 weeks (but

students can go at their own pace throughout one year) and graduates receive a certificate directly from Parsons proving completion of the program. It includes 5 courses, 20 instructors and 70 videos. The coursework covers everything from visual style to media and production, and each course was carefully cultivated by Parsons' elite team and the staff of editors at Teen Vogue. Not only is this course a major resume booster, but it also offers insight into exactly what it takes to make it in this competitive field. The course is 42 hours of online instruction and self-study, complete with visual assignments and some very special video lessons recorded at Teen Vogue HQ. Students have a full year to complete the program so they can pace themselves over 12 months.

The curriculum is 100% online so you can fit studying into your life and your schedule.

Tuition: $549 (INR 37, 830)for the full online program, students may select one of a few monthly payment plans.

Enrollment is rolling – students can apply and enroll online at any point.

Savannah College of Art and Design's Pre-College Rising Star Program (Atlanta, GA)

This five-week program gives young students the opportunity to build their visual arts portfolios. Fashion technology, video production, and drawing classes are capped at 20 students, allowing for a small and nurturing learning experience. Students even have a chance of being automatically admitted to SCAD for further undergraduate study after the completion of the summer program.

Program Dates and Requirements: June 23 to July 28. Open to students in class 11th-12th only. Registration Deadline: April 15 is the priority deadline for applications.

Tuition and Fees: $5,250 total (housing and meals included)

Columbus College of Art & Design's Fashion Design Workshop(Columbus, OH)*

This one-week workshop teaches students basic pattern drafting and sewing construction techniques. Middle school students can get in on the fun as well: there are separate workshops for grades 7-9.

Registration Deadline: No deadline specified.

Tuition and Fees: $130

Second Language (class 8th onward)

Universities abroad prefer students who are fluent in a second language. Shruti should opt for a second language in school and try to build competence in it.

Fashion Design- Scope

Fashion industry is one of the most dynamic industries and is considered among the best paying fields. Popularly conceived as a glamorous field, the domain has cut-throat competition and vast challenges as well. However, there is wide scope of Fashion Design in India as well as abroad. Students have innumerable choices in front of them after completing their professional studies in Fashion Design. The fashion designers have varied options including designing, research, cloth production, textile designing, etc. They may join fashion houses/manufacturing/export units for a paid job or launch their own label in the market. The industry is growing at a rapid pace and is projected to grow upto Rs 2,000 crore from its current 1000 crore in next 5-10 years.

The horizon of Fashion Design is not limited to garments only; it covers several other aspects like accessories, jewelry, footwear, etc. as well.

In India, a fresher can earn 25-30k in the field of fashion design. With an experience 2-3 years, the pay scale ranges from 7 lakhs-9 lakhs in India.

Internationally, the average salary of a fashion designer is $65, 000 pa.

Fashion Designers use some standard softwares in the field. Some of the commonly used fashion design softwares are **adobe illustrator, autodesk design software, coreldraw and stitchex.**

Most of the fashion design houses are located in major cities. The offices in general are spacious and clean so as to allow spreading of fabrics. The teams usually consist of one or more fashion designers, pattern makers and seamstresses. Usually fashion designers are required to work in small teams but they travel frequently to meet with their clients. The working hours are quite flexible and have to be adjusted according to the project requirements.

Notable People

Coco Chanel

Famous for timeless designs, trademark suits and little black dresses, the famous fashion designer, Coco Chanel is a true epitome of creativity. She is a self-made woman.

Chanel was raised in an orphanage and taught to sew. She had a small career as a singer before opening her first clothes shop in 1910.

In the year 1920s, she launched her first perfume made of natural extracts and artificial essence named Chanel No. 5 worldwide and in the year 1926, she designed and

introduced the "Little Black Dress" which was later named as "Chanel's Ford" by French Vogue.

Coco Chanel is majorly known for introducing the concept of using jersey fabric to create and embellish clothing for women' undergarments.

Chanel is the only fashion designer who features on Time magazine's list of the 100 most influential people of the 20th century. Today, Chanel stands among one of the world's top brands in fashion.

Georgio Armani

Georgio Armani, the Italian fashion designer, is popularly known for the uniqueness, elegance and style in the fashion line. Apart from clothing, he has expanded the company's horizons into perfumes with unique fragrances, hotels, restaurants, and cafes worldwide.

He started his career from a garments shop, La Rinascente, where he assisted a photographer in arranging the window.

Thereafter, in the 1970s, after mastering the craft, Giorgio started freelancing in designing new fashion and sending them to other garment manufacturers. With due course of time, he established his own brand in the year 1975.

Later, in 1979, Georgio established Giorgio Armani Corporation. Starting with clothing, underwear, swimwear and accessories for men and women, the company expanded into introducing Armani Junior, Armani Jeans, and Emporio Armani that consisted of more stylish products at affordable prices.

Armani also made a great impact on Hollywood by designing costumes for actors like Penelope Cruz, Anne Hathaway, and Megan Fox etc. in more than 100 films.

Rohit Bal

The famous fashion designer Rohit Bal, started his career with his brother Rajiv Bal in New Delhi in 1986 and later started his own first independent collection in the year 1990.'

Bal's clientele list includes Uma Thurman, Cindy Crawford, Pamela Anderson, Naomi Campbell and Anna Kournikova. The Swatch Group sponsors most of Bal's fashion shows in India, New York, Paris and Singapore.

He has also been the brand ambassador for Omega SA since 2001. He is best known for his use of Lotus and Peacock motifs.

Rohit Bal has won numerous awards for his eminence in the fashion industry. He won the 'Designer of the Year' award at the Indian Fashion Awards in the year 2006 and also 'Designer of the Year' at the Kingfisher Fashion Achievement Awards in the year 2001.

He was also announced as the Lakme Grand Finale Designer for the year 2012. Bal has designed for the game show Kaun Banega Crorepati as well.

Disclaimer

This is a personalized set of instructions to help the child achieve success in career and study. This report is intended to act as a reference document or summary about different aspects that the counsellor discussed with the child and the parent in the counselling sessions. This report was developed by a team of psychologists and career mentor.

This report should only be used for Shruti's benefit. This report should not be used for legal purposes.

This report is intended as an information source only. Aim2Excel does not take responsibility of the courses, companies and events discussed in the report. The user should check with concerned service provider to validate the details. Aim2Excel has tried to keep the information descriptive and accurate but does not guarantee the same.

AIM2EXCEL
Maximising Potential

21B, Mayfield Gardens, Sector 51, Gurugram, Haryana- 122018

Email: info@aim2excel.in / Website: www.aim2excel.in
Phone: 0124- 4694864 / +91 9871453015 / +91 9910659815

An initiative by Intscale Ventures Pvt. Ltd.