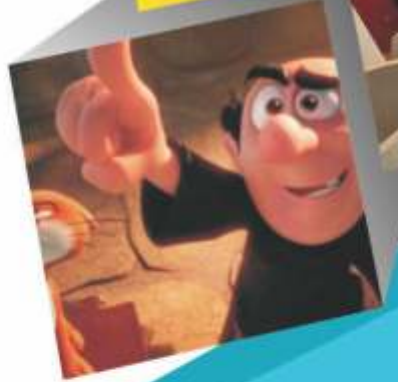


*school of  
design studies*



**SRIMATI**  
**TECHNO INSTITUTE**

# *content*

director desk	01
creative head desk	02
fashion design	04
interior design	08
multimedia & animation	12
mass communication	16
beauty & wellness	20
guest of honour	24
class room activities	25
prismatic & thinking	27
placement	28

good art  
is a talent

Good design  
is a skill





## *director desk*



Good leaders are made not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never ending process of self-study, education, training and experience.

Srimati Techno Institute always believes in providing education in an innovative way so that future aspirants can learn without taking any kind of psychological stress.

Our basic motto is to minimize the gap between theoretical and practical aspects so that our students can gain ample experience while there in a learning curve.

I don't believe in note based education, I believe students should concentrate more on conceptual aspects.

At the end I like all the very best for their bright future.

A handwritten signature in black ink, appearing to read 'B.N. Pati'.

**B.N. PATI**  
DIRECTOR  
SRIMATI TECHNO INSTITUTE

## *creative head desk*



“Design” the word specifies an approach of a creative person towards creating unique visual aesthetics on any media be it is Digital or Manual. A designer reflects his/her creation and opinion of visualization to particular aspects in order to define new dimensions. A designer uses skill to develop creative illusions in the fields like Interior, Fashion, Animation, We offer courses in Beauty Wellness as well as Mass Communication to create leaders for our society.

**Soma Sarkar**

CREATIVE HEAD

## *about us*

Srimati Techno Institute (formerly National Techno Institution) was established in the year 1989 by a group of professionals and academicians from various field of specialization with the common objects and strong commitments to the growth and promotion of technical experts for solving the unemployment problem all over India. STI believes that a developing nation like India should have its human resources trained cutting edge technology. The Institution has been planned accordingly to provide budding ambitious young experts with state-of-the art technologies to meet the challenging scenario of the new millennium. The importance of job oriented courses has become the main focus of academic programme at Srimati Techno Institute. The curriculum, meticulously selected and prescribed by technical experts and professionals of different disciplines are in parity of ITI. STI has been brought under the canopy of Srimati Techno Foundation and has been awarded ISO : 9001-2015 Certification in the year 2018 for quality Education in Management. STI's mission is to provide customized educational programs in an environment that's diverse and conducive to learning. The institution is committed to deliver the best in education, academic research and training through professional partnership programs. The management is committed to enhance the skills of every student and to prepare the younger generation to face the challenges of today's global society and work environment.

The vision is to be one of the premier institutes providing cutting edge education that transforms the younger generation towards being socially responsible and mould them to acquire finer value systems in their professional and personal lives.

- Srimati Techno Institute is an ISO 9001-2015 certified Institute for its quality education & Management system.
- Srimati Techno Institute is a Member of National Safety Council of India Since the Year 2012.
- Srimati Techno Institute is having strategic tie-up with NIFS, Vizag in technical collaboration with Annamalai University for All Safety Management Courses.
- Srimati Techno Institute affiliated to West Bengal State Council of Technical & Vocational Education & Skill Development for NSQF Courses Multimedia & Animation and CHN.



# *fashion design*





**F**ashion is highly complex, billion dollar industry today. Fashion business includes all the processes involved with producing raw materials, apparel, accessories and the retail store that sell fashion merchandise to public. In India the fashion industry is having a phenomenal growth since last decades. The fashion market is increasing at national and international level with a tremendous pace day by day.

Fashion is now considered as an instrument one's personality. It is an instrument for self-expression and celebration of style. The growing western influence has led to a fashion boom in India. The trend of fashion consciousness is bound to stay and grow.

Fashion designing, Accessory designing, Textile designing and related areas offers global opportunities. Fashion fields an exciting and demanding profession that requires special skills and abilities. Today fashion is a field with glamour, ramp, archlights and money. Career in fashion offers challenges, artistic satisfaction and personality development with financial security. There is a unique mix of creative art and business in fashion industry.

#### **Personal qualities required in a Fashion Technology professional**

Vibrant imagination; capacity to translate ideas on paper; an eye for design; creative bent of mind, good visual imagination, good sketching skills, inventiveness, enterprising and persevering capacity, team spirit, right attitude, commitment and willingness to work for long hours are considered as assets.

#### **JOB OPPORTUNITY**

- Fashion Designing Company
- Fashion Export House
- Textile House
- Fashion Design Studio

#### **JOB DESIGNATION**

- Fashion Designer
- Asst. Fashion Designer
- Illustrator
- Colour Consultant
- Merc.handising executive
- Fashion Stylization
- Run his/her own boutique
- Quality analyst/supervisor



*"Imagination is the beginning of creation"*

eligibility: 10+2

**YEAR – 1**

- P-1 Color & Texture
- P-2 Drafting & Pattern Making
- P-3 Introduction to Textiles
- P-4 Fabric Studies
- P-5 Traditional Indian Textiles
- P-6 Fashion Illustration and Appreciation
- P-7 (i) Introduction to Computer Graphics  
(ii) Communication & Soft Skills.
- P-8 Practical (Project & Workshop)



**YEAR – 2**

- P-1 Fashion History
- P-2 Textile Dyeing and Printing
- P-3 Fashion Presentation
- P-4 Advance Drafting and Draping
- P-5 Fashion Theory
- P-6 Advance Design Studies
- P-7 Knitwear Design Technology
- P-8 Practical (Project Work & CAD Presentation)

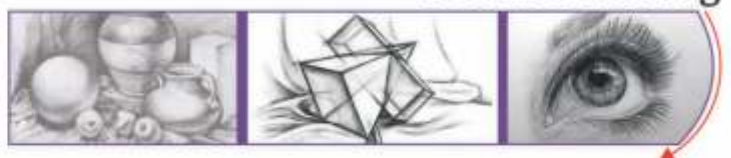
**YEAR – 3**

- P-1 Fashion Industry
- P-2 Leather Technology
- P-3 Marketing Fashion
- P-4 Volume Production and Quality Control
- P-5 Art Appreciation
- P-6 Fashion Merchandising
- P-7 International Marketing
- P-8 Practical (Project Work & CAD Presentation)



# *Fashion design course at a glance*

## Freehand drawing



## Colour



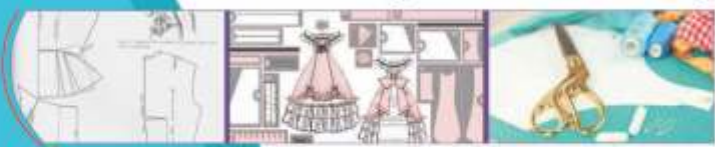
## Illustration



## Textile



## Drafting & Pattern Making



## Construction Technology



## Technical Design & CAD



## Embroidery



## Draping



## Marketing & Branding



## FASHION & Retailing MERCHANDISING



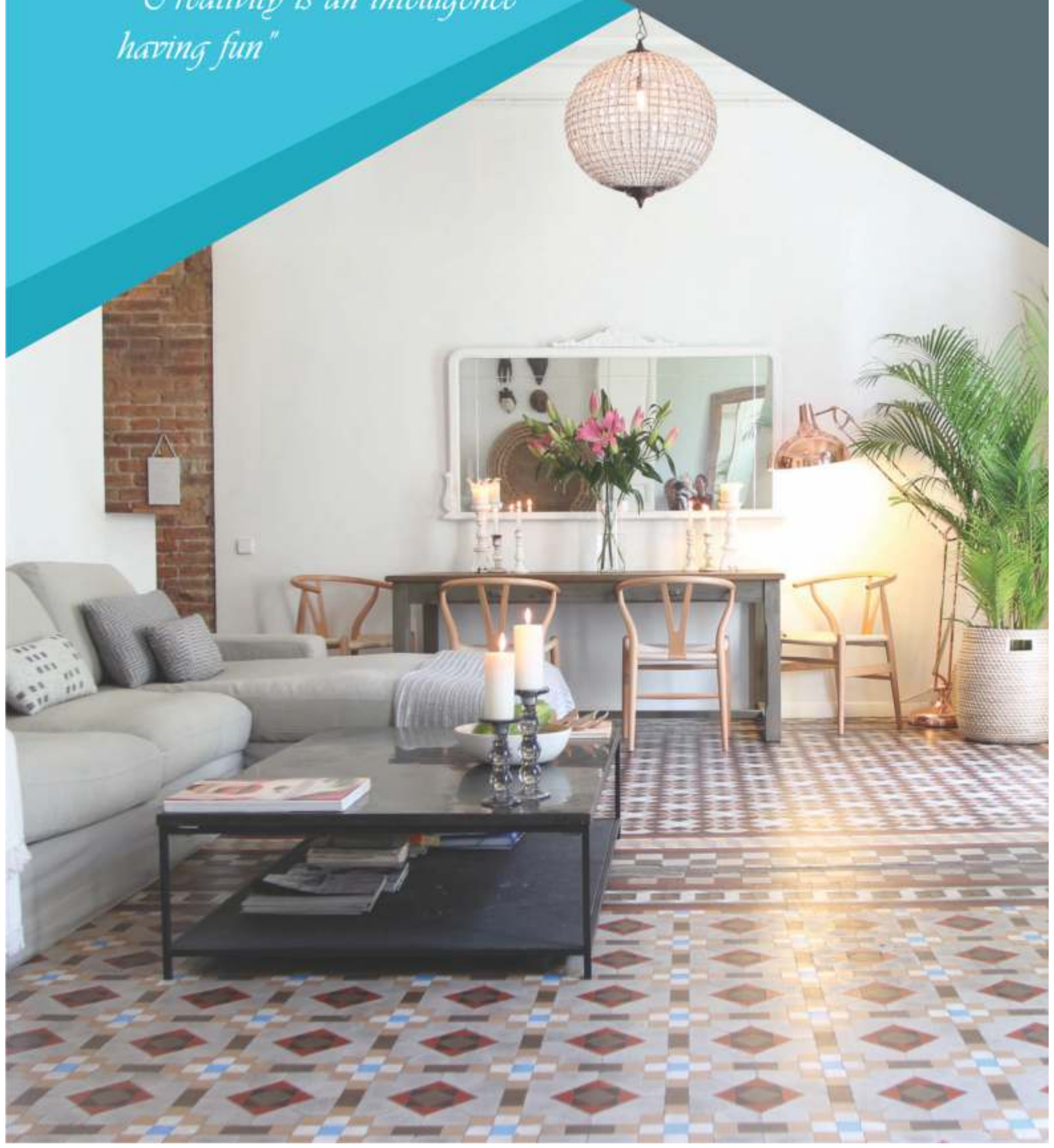
## PRISMATIC FASHION SHOW





# *interior design*

*"Creativity is an intelligence  
having fun"*







Designing is the blend of artistic talents and creativity. Design encompasses a number of different fields. It can be mainly divided into four i.e. Fashion designing, Product designing, Graphic designing and Interior designing.

Interior designing is the arrangement of living space i.e organizing , managing and planning of the interiors of rooms at homes, offices, hotels, retail shops, showrooms, airports, exhibition halls, conference centers, theaters, TV and film studios and commercial establishments etc. The objective of designing space is to achieve functionality and to create the right kind of atmosphere for the right budget. Interior designing as a specialization became popular only in the last few years. Most interior designers specialize in a particular area. For example, some may concentrate on business design, while others focus on residential design and landscape designing . Still others may specialize further by focusing on particular rooms, such as kitchens or baths. With a client's tastes, needs, and budget in mind, interior designers prepare drawings and specifications for non-load-bearing interior construction; this includes choice and decoration of walls, floors, roofs, choice and placement of furniture and other indoor objects, window treatments and other indoor objects, lighting and control of visual and sound effects. Interior designer should be aware of the change in trends and keep up with the latest styles. Interior designing as a course has become popular in the last few years.

#### JOB OPPORTUNITY

- Interior Design Firm
- Civil Firm
- Construction Company
- Design Consultancy Firm
- Event Management Company

#### JOB DESIGNATION

- Interior Designer
- Asst. Interior Designer
- Site Supervisor
- Design Consultant
- 3ds Max & CAD Specialist





*"I don't design objects  
I design dreams"*

eligibility: 10+2



### YEAR – 1

- P-1 Element Of Design
- P-2 Computer Fundamentals
- P-3 Art And Architecture History
- P-4 Elements Of Material- I
- P-5 Basic Of Art And Graphic
- P-6 Interior Furnishing-I
- P-7 (i) Business Management  
(ii) Communication & Soft Skills
- P-8 Practical (Basic Of Drawing And Graphic Using CAD)  
(Project-I Interior Design Studio of Residential)



### YEAR – 2

- P-1 Elements Of Material-II
- P-2 Interior Furnishing-II
- P-3 Role Of Interior Designer-I
- P-4 Elements Of Marketing Research
- P-5 Elements Of Services
- P-6 Building Protection
- P-7 Painting Interiors
- P-8 Practical (Construction Techniques Using CAD)  
(Project-II Interior Design Studio of Commercial)



### YEAR - 3

- P-1 Elements Of Services
- P-2 Indian Institute Of Design
- P-3 CAD & 3Ds Max
- P-4 Landscape Design
- P-5 Interior Design Method
- P-6 Estimation And Costing
- P-7 Project III ▪ Interior of Large Space -
  - Exhibition Hall
  - Hospital
  - Interior & Exterior of the Design.



# interior design course at a glance

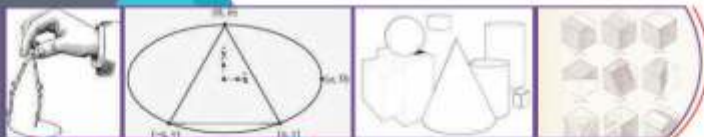
## Freehand drawing



## Perspective



## Geometrical Drawing



## Colour



## Architectural Designing



## Furniture Designing



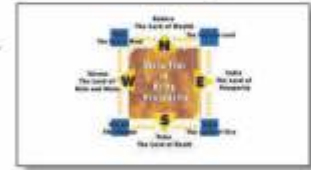
## Interior Material



## Space planning



## Vastu Tips



## Auto cad Design



## Residential Project



## 3Ds Max Design



## Commercial Project



## Electrical layout plan



## Plumbing Layout



# THINKING



# *multimedia & animation*

*"Design is a journey  
of all discovery"*





# M

ultimedia is a seamless integration of multiple media elements like text, graphics, animation, video and audio coupled with the computer's interactive power. This course is most comprehensive program in Animation and Multimedia. This 3 years course covers complete gamut of Graphic Design, Web Design, Animation, Sound and Video Editing with Advance Animation

### Various industry where multimedia is used

Publishing industry | Advertising industry | Entertainment industry | Interactive multimedia and web industry | Fashion and interior designing industry | Special effects | Gaming industry

### Animation

There are two types of animation

- 1) 2D Animation
- 2) 3D Animation

Apart from this, there is huge market in Special Effects and Maya animation in many tv/film production house.

**Job prospects and Career Options:** They can find employment with newspapers, periodicals and magazines, Advertising Agencies, Animation Houses, Film Productions, Central Information Service, Press Information Bureau, Websites, AIR and TV Channels like Doordarshan, ZEE TV, Star TV etc, as following posts: Graphic Designer, Web Designer, Audiovisual Developer, Game Developer, Animator, Cartoonist, TV, Film Production Technician

### JOB DESIGNATION

- Animator
- Cartoonist.
- Advertising Executives
- Space Selling Executives
- Client Servicing Executive
- Graphic Designer
- Broadcast Technician
- Television Production
- Audiovisual Production
- Film/TV, Production Technician
- Modelling Expert
- Editor
- Sound Expert
- Special Effects
- Web Designer
- Game Developer

### JOB OPPORTUNITY

- Print Media House
- Electronics Media
- Advertising Agency
- Production House



*"Vision is the art  
of seen the invisible"*

eligibility: 10+2

### Year -1

- P-1: Graphics
- P-2: Desk Top Publishing
- P-3: Digital Art Photography
- P-4: Digital Photography
- P-5: Transferring Digital Photographs
- P-6: Advertising
- P-7: Project
- P-8: Practical

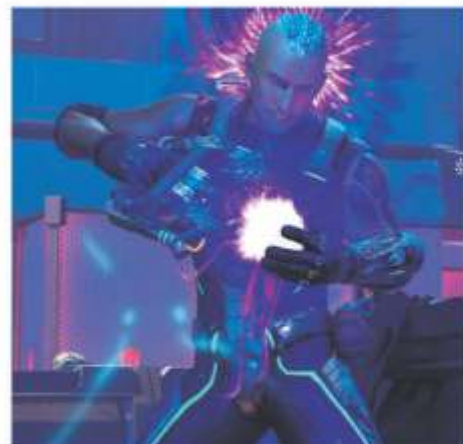


### Year -2

- P-1: Fundamentals of Web Designing & Javascript
- P-2: HTML Basics
- P-3: 2D Animation
- P-4: Flash Website Design
- P-5: 3D Introduction & Advanced (Modeling & Animation)Part-1
- P-6: 3D Introduction & Advanced (Modeling & Animation)Part-2
- P-7: Project
- P-8: Practical

### Year 3

- P-1: Video Introduction & Advance
- P-2: Digital Editing
- P-3: Sound Editing
- P-4: Script Writing and Story Board Designing
- P-5: Director Basics
- P-6: Project
- P-7: Practical



# multimedia & animation course at a glance

## Freehand Drawing



## Human Anatomy



## Layout Design



## Photo Editing



## Web Designing



## 2D Classical Animation



## 2D Animation



## 3D Modelling



## 3D Animation



## VFX



## Sound Editing



# THINKING



# MASS communication

*"The best way to predict  
your future is to create it"*





Journalism is concerned with collection and dissemination of news through the print media as well as the electronic media. This involves various areas of works like reporting, writing, editing, photographing, broadcasting or cable-casting news items.

Journalism is classified into two on the basis of media-

- 1) Print Journalism
- 2) Electronic Journalism (Audio/Visual)

Print journalism includes newspapers, magazines and journalism. In print journalism one can work as editors, reporters, columnists, correspondents etc. Electronic journalism includes working for radio, Television and the Web. In the Web, skilled people are required to maintain sites by web newspapers (which cater only to the web and do not have print editions) and popular newspapers and magazines who have their own web editions. In electronic journalism one can be a reporter, writer, editor, correspondent and anchor.

Career in journalism is a prestigious profession as well as a highly paid one. Journalists play a major role in the development of a nation. It is through them that we get information about daily happenings in the society. The purpose of journalism itself is to inform, interpret, educate and enlighten the people.

#### JOB DESIGNATION

- PR
- Anchor
- News Anchor
- Journalist
- Editor
- Reporter
- Creative Executive
- Client Servicing Executive

#### JOB OPPORTUNITY

- Basic Industry
- Print Media House
- Electronics Media
- Advertising Agency
- Production House



*"Creativity is just connecting things"*

eligibility: 10+2

### Year – 1

- P-1: Principles of Communication
- P-2: Global Comparative Media
- P-3: Information Technology
- P-4: History & Industry of Mass Communication
- P-5: Mass Communication Concepts and Process
- P-6: Print Media & Photo Journalism
- P-7: Reporting & Editing – I
- P-8: Practical



### Year 2

- P-1: Reporting Techniques & Skills Part – I
- P-2: Editing: Concepts & Processes
- P-3: TV Journalism & Programme Formats
- P-4: Television Production: Idea to Screen Selection of the Programme topic:
- P-5: Basics of Camera, Lights and Sound
- P-6: Advertising: Concepts & Principle
- P-7: Press Laws & Media Ethics
- P-8: Practical

### Year 3

- P-1: Event Management: Principles and Methods
- P-2: Organization and Management
- P-3: Research Methodologies for Media Research:
- P-4: Cyber Journalism
- P-5: Public Relations
- P-6: World Media Scenario Objective:
- P-7: Contemporary Media Technology Objective:
- P-8: PROJECT REPORT



*media science &  
mass communication  
course at a glance*





*beauty  
& wellness*

*"There is beauty in simplicity"*





Beauticians may cut color and style hair to enhance a client's appearance. Some beauticians, such as aestheticians, provide skin care, nail care and hair removal treatments. Beauticians may specialize in certain areas, such as makeup application, nail art, color analysis or personal styling services. Individuals who work in hair salons may spend a long day on their feet, with continuous exposure to cosmetic chemicals such as hair color, permanent solution and others. Those who work in day spas and resorts may experience a more comfortable work environment.

Working as a beauty therapist, you'll be responsible for administering a range of treatments to clients.

Treatments you might have to give to clients include: •Waxing •Massage •Manicures and pedicures •Tanning •Eyelash tinting and eyebrow dying

A Beautician's job requires skills training. Education in cosmetology is professionally structured. Training in beauty culture includes subjects like anatomy, physiology, client care, body language, sales and marketing, health and nutrition, besides knowledge of skin and hair, their characteristics and functions.

Hairstyling is taught as an academic discipline in various polytechnics and also at some academies. Scientific and systematic training is important as much as it is to practice on live models and on blocks to get a feel of the actual process of hairstyling.

- Beauty therapists give treatment for the face, hair, skin, and the body. Threading, facials, massages, skin treatments, manicure and pedicure are all included in Beauty therapy. They also advice on skin care, make up, hair style.
- Beauticians specialize in doing make up for marriages, for TV and film performances and special occasions.
- Specialized areas of work are electrolysis, permanent make-up used to give a permanent lip-line or eye-line, aroma therapy which uses fragrances and essences for beauty treatment, etc.
- Beauty advisors market cosmetics, help customers identify the skin/ hair type and give advice on how to treat minor ailments. They give advice on the use of cosmetics, general health/fitness advice, treatment and training is given in yoga/aerobics/health clubs by specialists in fitness and exercise.
- Hair styler/hair dressers specialize in hair care, cutting, styling and setting.
- Cosmetologists study everything related to beauty from daily care to specialized techniques that enhance the appearance

## JOB OPPORTUNITY

- Electronics Media
- Advertising Agency
- Production House
- Beauty Parlours
- TV & Film Industry
- Cosmetic firms as sales consultant.
- Modeling Agencies
- Self-employment

## JOB DESIGNATION

- Beautician
- Assistant Beautician
- Esthetician
- Hair Stylist
- Colorist



# skin & hair styling



## SKIN

### Trade Theory

#### Facial

- Meaning of Massage
- Techniques of Massage
- Benefits of Massage
- Selection of Tools & Equipments
- Recognition of skin

#### Manicure & Pedicure

- Definition
- Purpose
- Selection of Tools & Equipments
- Product knowledge
- Procedure
- Safety Precautions/do's & don'ts
- Contra indications
- Contra-actions
- After care/Home care

#### Threading, Tweezing and Bleaching

- Purpose
- Definition
- Types and methods
- Client consultation
- Product knowledge
- Patch test
- Procedure
- Safety precautions /Do's & Don't's.
- After care / Home care
- Client Consultation

## SKIN

### Trade Practical

#### Facial

- Trolley arrangement & Equipment setup
- Arrange the equipments as per the facial steps
- Skin recognition Technique
  - a) Oily
  - b) Dry
  - c) Combination.
  - d) Normal

#### Different types of facials

- Safety Precautions / Do's & don'ts
- After care

#### Manicure & Pedicure

- Trolley setting
- Practice for Manicure & Pedicure
- Client consultation

#### Threading, Tweezing and Bleaching

- Trolley setting
- Practice of eyebrow shaping, upper lip, chin & forehead by threading and tweezing method
- Patch test procedure
- Bleaching procedure
- Client consultation

## HAIR

### Trade Theory

#### Hair Cuts

- Hair texture.
- Sectioning

#### Hair Problems & Treatments

- Hair structure
- Types of hair
- Hair & scalp disorders & Causes for
  - a) Dandruff
  - b) Oily hair
  - c) Split ends
  - d) Dry hairs
  - e) Falling hair
  - f) Chemically treated hairs
  - g) Damaged hair.
- Product knowledge
- Procedures with the use of various equipments.
- Safety precautions Do's & don'ts
- After care
- Client Consultation .

## HAIR

### Trade Practical

#### Hair Cuts

- Trolley setting
- Client draping
- Selection of tools & equipments
- Product knowledge
- Hair cutting techniques
- Knowledge of types of basic haircuts as
  - a) One Length
  - b) 'U' cut
  - c) Blunt cut
  - d) Forward Layering
  - e) Square Layer
  - f) Fringes
- Practice in all types of basic haircuts.
- After care
- Safety Precautions / Do's & don'ts
- Client consultation

#### Hair Problems & Treatments

- Trolley setting
- Client draping
- Practice in use of different equipments for treating various hair & scalp disorders.
- Hena

# professional make-up



## BASIC MAKE-UP & BINDI DESIGNING

### Trade Theory

- Purpose
- Selection of Tools
- Colour theory

### Trade Practical

- Practice in different types of Bindi Designing.
- Trolley setting
- Identification of skin
- Selection of cosmetics.
- Knowledge of basic facial steps
- Application of Techniques on different make-ups
  - a) Any types of professional make-ups
  - b) Bridal make-up.
  - c) DayMake-Ups
  - d) EveningMake-Ups
  - e) Artificial Eyelashes
- After care
- Safety Precautions/ Do's & don'ts
- Client draping
- Client consultation chart

## BASIC MAKE-UP & BINDI DESIGNING

### Trade Theory

#### Basic Hair Styling

- Purpose
- Selection of tools, equipments & cosmetics



### Trade Practical

#### Basic Hair Styling

- Trolley setting
- Different types of Hair Styles
- Practice of making different types of hair styles with the use of hair accessories
- Knowledge of Hair Styling techniques as
  - a) Rolls
  - b) Twisting
  - c) Braiding
  - d) Curls
- After care
- Safety Precautions

## JOB OPPORTUNITY

- Electronics Media
- Advertising Agency
- Production House
- Beauty Parlours
- TV & Film Industry
- Cosmetic firms as sales consultant.
- Modeling Agencies
- Self-employment

## JOB DESIGNATION

- Makeup Artist
- Asst. Makeup Artist
- Nail Technician
- Hair Stylist



# guest of honour

Sharbari Dutta



Jaya Mishra



Agnimitra Paul



Bichitresh Saha



Samrat Mukherjee



Chaity Ghoshal



Suman Chattopadhyay



Kumar Daftari



Rimi Nayak



Soumitra Mondal



Dr. Lopamudra Goshwami



Satnath Mukhopadhyay



Dr. Anjali Sengupta



Sandeep Chadda



Ajit Jain



Tarakeshwar Mishra



Editor - Prabhat Khabar







*thinking &  
prismatic*

*"be inspired  
get creative"*





*thinking &  
prismatic*





# students are successfully placed

The Placement cell of Srimati  
Techno Institute is open to all  
students of **STI@free of cost.**

## Few of the Companies

Castle Interior  
Decency  
Aesthetic Interior  
Marvel  
JMD Mega and Infrastructure Ltd  
Beyond  
Subhaakritee  
Sunaina Project Pvt Ltd  
A. K. Enterprise  
Sun Construction  
Safe & Sure Consultant  
Nirman  
Sasa Export  
Usha Bagri Fashion House  
Manvi Industry  
Arsh Exports  
Lustrouz India  
Utsav Fashion  
B M Marketing & Service  
The Hindu  
Asian Age  
Kolmate.in  
Behala Sanbad  
Khela-r-Khela  
JMCC Communication  
Manish Fashion World  
Rahul Computex Pvt. Ltd.  
Hospimad  
Century Ply  
Imagine  
Finesse  
Infoway pvt. Ltd.  
Astral Projects Corporation  
Ilive Imagination

Kolkata colours  
D. N. Mitra Lab.  
Ykinteriors Pvt Ltd  
Adecco India  
Abid  
JM Infotech  
Newlook  
Eklavya Group  
Culinary Concept  
Robotics Solutions  
Glass Wall Systems (India) Pvt. Ltd  
Quantum Engg. Pvt. Ltd.  
Aka Logistics Pvt Ltd  
Lalani Group  
Bhandari Automobiles





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(opp. Joramandir)  
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- **RAJARHAT**  
Rajarhat Super Market,  
opp. Rajarhat P.S., Kol-135  
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- **BARUIPUR**  
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