



**Graffiti**  
institute of fashion technology



truly international since 1992



## DESIGN

... because  
n o b o d y  
ever ever  
discovered  
a n y t h i n g  
n e w b y  
c o l o u r i n g  
i n b e t w e e n  
t h e l i n e s

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# Superior training assured

जर्मन टेक्नीक और भारतीय डिज़ाइन की विरासत सिखाने में सिद्धहस्त है ग्राफिटी।

इंडस्ट्री विजिट, आउटडोर क्लासेस, एक्सपर्ट लेक्चर्स, स्टडी टूर्स, वर्कशाप्स, एकजीबिट्स, शोज जैसी एक्टीविटीज सिलेबस का हिस्सा हैं। ग्राफिटी की जीरो वेस्टेज पॉलीसी – सेव समय, रिसोर्सेज व मनी – के चलते स्टूडेंट्स को सबसे लेटेस्ट ट्रेनिंग सबसे कम समय व सबसे कम खर्च में पूरी कराने में सक्षम है।

1992 से हमारे स्टूडेंट्स हैं सबसे आगे . . . . इंदौर से अमेरिका तक। आप खुद ही तुलना का लें!

ग्राफिटी सेंट्रल इंडिया का पहला व एकमात्र डिज़ाइन इंस्टीट्यूट है जहां जर्मन डिज़ाइनर ने सिलेबस, ट्रेनिंग मेथड व फ़ैक्ट्रीज को भी ट्रेन किया है।

यही कारण है कि ग्राफिटी में जर्मनी, डेनमार्क, केन्या जैसे अनेक देशों के स्टूडेंट पढ़ने आते हैं।

ग्राफिटी की इंटरनेशनल लेवल की एजुकेशन से ग्राफिटी के स्टूडेंट्स अमेरिका, स्विटजरलैण्ड, यू.के. जैसे अनेक देशों में अपने डिज़ाइन बिज़नेस चला रहे हैं।



Always Ahead....since 1992

## Advisory Board & Mentors

Shikha & Rahul Agrawal  
Designers - Virsa

Ulrike Wegerle, Germany

Mr. Rajesh Shah  
- Garment Exporter

Mr. Amitabh Taneja  
- Editor, Images Fashion Magazine

Mr. Jamil Khan  
- International Award winner  
vegetable dyer, printer & handicraft  
expert

Ms. Aparna Pande  
- Interior Designer, Mumbai &  
former assistant to Twinkle Khanna

Mr. I. K Binzani - Architect

Mr. Aroop Banarjee  
- Ace Choreographer

## Truly International

Shikha & Rahul Agrawal



Ulrike Wegerle, Germany



Christine Holms Thorpe  
Denmark



Samson Abai, Kenya



German Designers visiting Graffiti



Mehtab Badwal at FIDM, USA



# Success Stories



pradeep surana - kids wear manufacturing



naveen jain - many manufacturers takes his services for sample development, foil printing, spray painting & screen printing.



sangeeta jain in her boutique with staff



**MAKE  
SMART  
CHOICES  
IN YOUR  
LIFE**



Sonal Handa at la panache factory owned by her, this unit is now exporting to all over middle east, & us



devrath is exporting to european countries and has established a shop there

mansi pandey  
mishra - proud  
owner of fashion  
house - U:bU &  
Manka in  
Sacramento, U.S.A

## president's message



### Welcome to GRAFFITI.

We are a dynamic design institute with a rich history and we specialize in an education based around "the business of fashion."

Make no mistake - fashion is a very serious business and one that is becoming increasingly competitive.

GRAFFITI will give you the edge you need to set yourself apart from the crowd and with a 100% placement rate. 6 months post graduation, our graduates are going places. Fashion is an exciting, challenging field and opportunities abound for those individuals with a solid foundation. GRAFFITI will give you that foundation and can help make your dream a reality.

Another principle GRAFFITI is dedicated to is an environment built on personal relationships and support - between and among students, administration and faculty.

GRAFFITI is a truly special place. What makes us unique is our focus on the fashion industry in its various faces: retailing, buying, management, product development, marketing, visual merchandising, publications, and cosmetics - what makes us the right choice is the guarantee of an education that will distinguish you in the real world.

I hope to see you at GRAFFITI soon.



ग्राफिटी स्टूडेंट्स, मैनेजमेंट तथा फैकल्टी के मध्य रचनात्मक और सौहार्दपूर्ण वातावरण उपलब्ध कराने के लिए कटिबद्ध है।

विगत 30 वर्षों में ग्राफिटी ने मध्य भारत में इंडस्ट्री के अनुरूप डिजाइनिंग की परंपरा स्थापित की है।

ग्राफिटी आपको भीड़ से अलग खड़े होने में सहायक होता है। 100 प्रतिशत कैम्पस प्लेसमेंट और वह भी एडमिशन के 6 माह में ग्राफिटी के स्टूडेंट्स को सर्वोत्तम बनाते हैं।

### A word about the founder

South Delhi Polytechnic topper Mrs. Rachana Bhargava Rishi amassed a hoard of knowledge about rich textile heritage of India. her work on worli prints was featured on FTV in 2002.

Being a crusader of originality in work of every designer, she imbibes the same philosophy in her students.

For past 30 years, her work constantly being recognised internationally resulting foreign students coming to graffiti and graffiti students being accepted world over.

Because of her design knowledge, her congeniality and her helping personality, 2 generations of same family graduated from graffiti. Wouldn't you like to be a part of this historical institute?

# Affiliation & Credentials

## Courses offered

### UNDER GRADUATE COURSES

After 12th (4 years degree)

1. B.Design - Fashion
2. B.Design - Interior
3. B.E.A. - Painting

### DIPLOMA COURSES

1. Advance Dip. - Fine Arts Painting
2. Diploma - Fine Arts Painting

### CERTIFICATE COURSES

1. Certificate - Fashion Design
2. Certificate - Interior Design
3. Certificate —Fine Arts Painting



**Graffiti**  
institute of fashion technology

&  
**COLLEGE of FINE ARTS**

*India's most student friendly design college*

Approved by Govt. of Madhya Pradesh & Affiliated to:



**Raja Mansingh Tomar Music  
& Arts University** (Established in 2003)

Scholarship as per M.P. Govt. norms through



College Code: 55705, MHRD Code: C-54738

# Degree Program in Fashion Design

## B. Design

(4 years professional degree)

Eligibility: 12th any stream

8 semester study programme

Industrial training & internship integrated

Hindi & English both medium

No outside tuition required

admission through counseling & interview

कला और आज के रिवाइडिंग करियर की सुनहरी सीढ़ी है बी. डिजाइन फैशन।

जो विद्यार्थी कन्वेंशनल ग्रेजुएशन से परे एक कलात्मक, हाई पेयिंग और क्रिएटिव भविष्य की कामना करते हैं, वे बी. डिजाइन फैशन में प्रवेश ले सकते हैं।

यूजीसी द्वारा अनुमोदित इस डिग्री पाठ्यक्रम में ग्राफिटी के 25 वर्षों के अनुभव से विद्यार्थी एक वर्ष पश्चात भी जाँच कर सकते हैं।

90 प्रतिशत प्रैक्टिकल वाले इस कोर्स में स्टूडेंट इलस्ट्रेशन, ड्राफ्टिंग, पैटर्न मेकिंग, प्रिंटिंग टेक्नोलॉजी जैसे सबजेक्ट सीखेंगे, वे फैशन शो, फैशन बिजनेस, गारमेंट बिजनेस, बुटिक मैनेजमेंट जैसे व्यवसायिक विषयों में दक्षता भी हासिल करेंगे।

बी. डिजाइन फैशन का एक लाभ ये भी है कि प्रैक्टिकल बेस्ड होने से पर्सनालिटी डेवलपमेंट स्वयमेव हो जाता है।

एम.ए. फैशन में किसी भी स्ट्रीम से ग्रेजुएशन कर एडमिशन लिया जा सकता है।

### AIM

To prepare well trained professionals who can work in every segment of fashion industry. .

### SCENARIO AHEAD

Apart from university syllabus, student will learn tricks of the trade through Graffiti's preparatory hands on training method..

### CAREERS

Fashion Designer, Merchandiser, Stylist, Production planner, Illustrator, Image Consultant, Saree Designer, Apparel Manufacturer, Accessory Designer, Garment Sampler, Boutique and the list goes on.

Graffiti's is the only institute in central India having online store with Askme & Paytm so students can earn throughout the course. For those who are interested in job, internship is offered after 1st year too.



U.G. Degree  
(Fashion Design 3YDC)

P.G. Degree  
(Fashion Design 2YDC)



**कॉटन फैब्रिक का स्टाइलिंग मेकओवर**

कॉटन फैब्रिक का स्टाइलिंग मेकओवर... (The text is partially obscured and blurry, but the headline is clear.)



# वेस्ट मटेरियल से बनाए डिजाइनर लहंगे

कॉटन फैब्रिक का स्टाइलिंग मेकओवर... (The text is partially obscured and blurry, but the headline is clear.)

Creativity recognised by media

**वेस्ट से बनाया वेस्ट**  
वेस्टिंग फैशन डिजाइनरों को स्टूडेंट्स से लेकर टैलेंट शो के फाइनलिस्ट तक...



वेस्ट से बनाया वेस्ट... (The text is partially obscured and blurry, but the headline is clear.)



फैशन पार्टी में जूनिअर्स का उत्सव





Mansi Pande's show at Sacramento, USA



Anshu Sewani now owns her Label



Design by Pratibha Chouhan



Runa Gupte Bhutda with various celebrities



Rajeev Shrivastava on sets of TV serial PORAS as Asst. Costume Director



Students in High Places

HEU TRIPATHI | Designer J by JIGYASA



Jigyasa Sharma 2016 batch designed dresses for this shoot



Shilpa Sharma designed for Ms. Asia Pacific runnerup Akansha . Photoshoot at Maldives



# Fashion Design & Boutique Management

Duration : 1 year

Eligibility : 10th and above

Course Highlight : Specially designed for those who aim to start their own boutique and designer label.

बुटीक मैनेजमेंट विथ फैशन डिजाइन में खास बात है रिसोर्स मैनेजमेंट की ट्रेनिंग जिसके जरिये गारमेंट्स के साथ एक्सेसरीज डिजाइन और मटेरियल का मैक्सीमम यूज प्रॉफिटेबिलिटी को भी मैक्सीमाइज करता है।

यह एक ऐसा कोर्स है जो कम्प्लीट फैशन डिजाइन, टेक्स्टाईल डिजाइन कोर्स के लगभग सभी महत्वपूर्ण सब्जेक्ट्स तथा सक्सेफुल बुटीक चलाने का तकनीकी नॉलेज प्रदान करता है।

स्टूडेंट्स तथा हाउसवाइव्स दोनों ही इस कोर्स को जॉइन कर सकते हैं।

## AIM

This course aims to prepare technically qualified professionals by focusing on 3 core areas - Design development with originality, technical know how of garment construction - both Indian & Western with detailed, latest printing & embellishment techniques and management of resources to run a successful boutique.

## SCENARIO AHEAD

Boutiques are being a trend in even smaller cities & villages. The professional knowledge of Indian & Western wear enables the student to operate not only in the Indian market, but also abroad where Indians are concentrated.

## CAREERS

After successful completion of this programme, students could seek employment opportunities as designers, sampling managers, production planners, product developers, fashion stylists and top most run successful boutique & their Label.



vishal sharma is doing excellent business Indore's prestigious boutique Angrakha at city center, Indore - shimonz boutique is established & run by preeti dubey



Hindu Nav Vash Celebration at graffiti



independence day



study tour of bhimbetka



Graffiti students showcasing their creations @antariksha - Mr.&Ms. M.P.



events@Graffiti

performing social duties - spreading the message of recycling with radio jockey



participating & winning at national expo VM competition



selfie corner for new year celebration party



in-house fashion show & party



youth festival preparations



### अतीत से मुलाकात का एक अंदाज

[illegible]

**डिजिटल स्टोर से करें ग्लोबल मार्केट में सेल**



विश्व के सर्वोच्च अखिल भारतीय  
सर्वोच्च न्यायालय पर हथ

public, they continue to pressure leaders into continuing to support the use of their forces until it seems clear that it is unlikely to have any effect on the situation in the north. The UN has been unable to get the parties to agree to a ceasefire, and the situation remains volatile.



स्टूडेंट्स ने इकोफ्रेंडली मूर्तियां बनाना सीखीं



Dr. Shalaby says he would have allowed it to happen and still be happy to accept what is a new approach to the treatment of patients with low blood cell counts. He says he would have been glad to see the patient's symptoms relieved and would not have been concerned about a patient's after-effects.

## Musical favourites of fashion students



**ONLINE**  
डिजिटल के सीखने गुप्त



## Graffiti Institute celebrate 21st anniversary



## कॉलेज से कॉर्पोरेट तक का अंदाज

[illegible]

करेंगे 'सेलिब्रेट जिंदगी'

1000



पेपर से बजाई साड़ी



Griffin Industries will work in Tennessee to reduce



Pattern making workshop with Jugal sir - the man who created dart-less coat.



Bagh print workshop with mastercraftman at Bagh



weaving workshop by sally holkar



Workshops@Graffiti



Block printing workshop



best out of waste workshop



Model making workshop



Laser cutting Workshop@the factory



Mural Workshop



Study tours. knowledge & fun together

# Degree Program in Interior Design

## B. Design

(4 years professional degree)

Eligibility: 12th any stream

8 semester study programme

Industrial training & internship integrated

Hindi & English both medium

No outside tuition required

admission through counseling & interview

### AIM

To prepare Interior design professional who can think independent and work creatively in all areas of Interior industry.

### SCENARIO AHEAD

Will be able to start internship after one year of training. Furniture Design, Land Scape Design & Professional Model Making will make you a cherished professional. CAD both 2D & 3D will give you a leading edge.

### CAREERS

Interior Designer, Planner, Life spaces designer, Furniture designer, Lighting Designer, Interior Product Designer, Interior Consultant and the list goes on....

बी. डिज़ाइन इंटीरियर कोर्स स्वावलंबन की और पहला कदम है।

जो विद्यार्थी कन्वेंशनल ग्रेजुएशन की मोनोटोनस और लेक्चर बेस्ड एजुकेशन से परे एक कलात्मक, हाई पैरिंग और क्रिएटिव भविष्य की कामना करते हैं, वे बी. डिज़ाइन इंटीरियर में प्रवेश ले सकते हैं।

यूजीसी द्वारा अनुमोदित इस डिग्री पाठ्यक्रम में ग्राफिटी के 25 वर्षों के अनुभव से विद्यार्थी एक वर्ष पश्चात जॉब कर सकते हैं।

90 प्रतिशत प्रेक्टिकल वाले इस कोर्स में घर से ले कर मॉल तक की डिज़ाइनिंग दक्षता व विश्वास।

लैण्डस्केपिंग, मॉडल मेकिंग जैसे प्रेक्टिकल और रेयर सबजेक्ट का नॉलेज प्लेसमेंट और सेल्फ एम्प्लॉयमेंट दोनों के अवसर बढ़ता है

लाइव प्रोजेक्ट्स के जरिये सीधे क्लाइंट्स तक पहुंचने का जरिया है बी. डिज़ाइन इंटीरियर।

एम.ए. इन इंटीरियर डिज़ाइन कोर्स में किसी भी स्त्रीम से ग्रेजुएशन कर एडमिशन लिया जा सकता है।



U.G. Degree  
(Interior Design 3YOC)

P.G. Degree  
(Interior Design 2YOC)



glimpses of some work of 2nd year students. imagine how high you will reach after you complete b.des.



we train you for the highest level of professionalism.  
be industry ready with graffiti. always.

# Interior Design

Duration :

Foundation - 1 year

Advanced - 2 years

Eligibility : 10th and above

Course Highlight : Be a professional from the beginning & develop a strong design sense with mastery in aesthetics and functionality by understanding needs of your client. You will be amazed how successful our students become within 1 year of joining course.

ग्राफिटी का यह कोर्स प्रैक्टिकल बेस्ड साइंटिफिकली डिजाइंड सबसे डिटेल्ड इंडस्ट्री एंडोर्सड कोर्स है। इस कोर्स में स्टूडेंट प्लानिंग, एलिवेशन, ब्लू, कैड जैसे बेसिक कंसेप्ट्स सिस्टमेटिक असाइनमेंट्स के जरिये सीखते हैं। लाइव प्रोजेक्ट्स 1 वर्ष में ही जॉब व अपना कार्य शुरू करने का कॉन्फिडेंस जगाते हैं। तभी तो 6 माह का कोर्स कर स्टूडेंट अपना इंस्टीट्यूट भी शुरू कर देते हैं।

आखिर कितनी जगह के स्टूडेंट्स को इंडस वर्ल्ड स्कूल, मॉल की शॉप और बंगले के डेकोर जैसे डिजाइन अवसर कोर्स के दौरान मिलते हैं ?

## AIM & SCENARIO AHEAD

The course will help the students develop skill for - defining problems and asking questions about the condition of the space; - analysis of a selected landscape space; - synthesizing and formulating creative concepts; - recording verbal ideas in the structures of forms and spaces; - creating space for events; - design approaches to spatial questions with regard to the cultural, natural, physical and psychological features of humans; - theoretical (descriptive) and visual presentation of a design project

The entire curriculum will be based on the planning guidelines and design solutions for a location chosen by the student.

## CAREERS

Interior designer, Planner, Furniture designer, CAD visualiser, Model designer, Landscape designer and many more avenues are open for you.



exterior & interior by 2nd year students



work by Interior students



# Degree Program in Fine Arts

## B.F.A.-Painting (4 years degree programme)

Eligibility: 12th any stream

8 semester study programme

Exhibitions & Product development  
integrated

Hindi & English both medium

No outside tuition required

Admission through counseling & interview

In campus Art Gallery for better income  
opportunity

### Make your art your Business Too..!

Your passion to play with colours and ability to see beyond imagination will pay you handsomely when cultivated in a trained, methodical and highly creativity demanding world of commercial art & advertising.

If you wish to make an artist or just testing waters in the art world, GRAFFITI have a very easy, thorough & scientific teaching method.

So get set to explore beyond conventional.

कला के क्षेत्र में करियर के प्रथम सोपान है बी. एफ.ए. फाईन आर्ट। 4 वर्षीय डिग्री विद्यार्थियों को मिडियम, एक्सपोज़ेशन और विजुअलाइजेशन में दक्ष करता है। कैलिग्राफी, स्कल्चर, इंस्टालेशन, पोर्ट्रेट, एबस्ट्रेक्ट, जैसे विषय एड ऐजेंसी से ले कर आर्ट डायरेक्शन तक करियर बनाने में सहायक होते हैं

ग्राफिटी पर वर्कशाप्स, एग्जिबिशन, आउटडोर एक्टिविटीज सर्वांगीण विकास में सहायक होती हैं तभी तो वि.वि. के विशेषज्ञ ने ग्राफिटी को म.प्र. का शांतिनिकेतन कहा है।





Rated most innovative fine art college who's work in certificate level is at par with MFA students.

As approved by HOD, Painting, RMTU.

Work style of Graffiti reminds me of Shanti Niketan. Such fine detailing Teracotta work is first of it's kind.

As quoted by Principle, Govt. Fine Art College, Khandwa



# Fine Art - Painting

**Certificate:** 1 year after 12th

**Diploma:** 1 year after certificate

**Advanced Diploma:** 1 year after diploma

**Make your art your Business Too..!**

Your passion to play with colours and ability to see beyond imagination will pay you handsomely when cultivated in a trained, methodical and highly creativity demanding world of commercial art & advertising.

If you wish to make an artist or just testing waters in the art world, GRAFFITI have a very easy, thorough & scientific teaching method.

So get set to explore beyond conventional.

रंगों से खेलने की चाहत और कल्पना से परे सोचने की क्षमता को ग्राफिटी ने फाईन आर्ट डिप्लोमा को कमर्शियल आर्ट तथा एडवर्टाइजिंग की ट्रेनिंग से जोड़ कर हाइ पेयिंग जॉब्स के नये द्वार खोल दिए हैं।

फाईन आर्ट के डिप्लोमा, सर्टिफिकेट तथा बैचलर डिग्री कोर्स 12वीं पश्चात प्रारंभ किए जा सकते हैं।

शार्ट टर्म कोर्स में ऑइल पेंटिंग, पोर्ट्रेट मेकिंग, क्रिएटिव एप्लीकैड टेस्ट प्रिप्रेशन तथा पोर्टफोलियो प्रिप्रेशन शामिल हैं।





# Fashion Merchandising

specialize in Visual Merchandising or Apparel Merchandising

Duration : 1 year

Eligibility : Graduation

Course Highlight : High demand in Industry marks this course as job assured course. Graffiti is the first institute in Central India to launch this course

विजुअल मर्चेन्डाइजिंग एक ऐसा ही करियर है जहां ऐसे दक्ष डिजाइनर की आवश्यकता होती है जो एक फैशन डिजाइनर, एक ग्राफिक आर्टिस्ट तथा एक इंटीरियर डिजाइनर तीनों के हुनर में एक्सपर्ट हो। मॉल्स में सजे हुए स्टोर्स अपनी अनूठी सज्जा और उत्पादों के सटीक डिस्प्ले से प्रायः ही अपनी सेल्स में इजाफा करते हैं। और इस विधा में दक्ष डिजाइनर्स की मांग को पूरा करता है यह कोर्स।

## AIM

Visual Merchandise course will give participants the opportunity to discover the techniques of visual merchandising and visual display, in order to maximise the profitability of a window display or of a retail store.

Fashion Merchandising student will learn how to market the current trends & display what future trends may be evolving in a visual manner. With the definition of fashionable men's, women's, and children's clothing constantly changing to incorporate new styles and trends, there is always a need for talented individuals with an eye for fashion.

## SCENARIO AHEAD

Hands on industrial grade training will make you a competent and professional merchandiser. Methodical classroom training combined with industrial exposure and emphasis on communication skills and research methodology provides the edge required to start in this demanding & rewarding career.

## CAREERS

Visual Display Designer, Visual Merchandiser, Assistant Buyer, Stylist, Production Coordinator, Personal Shopper, Marketing Assistant, Retail Store Manager, Runway Coordinator, Marketing Director, Fashion Show Producer.



Visual Merchandising

Apparel Merchandising



Surbhi started her career with Pantaloon at a much higher package which is normally offered to a fresher. VM from Graffiti helped her secure this coveted position.

# Textile Product Design

with specialization in Saree & Furnishings

Duration : 1 year

Eligibility : 10th and above

Course Highlight : You adore the texture, the patterns, especially the colors. There's just something about textiles that touches you. And now you want to explore the possibility of working professionally as a textile designer.

अपनी हॉबी को प्रॉफिटेबल बिजनेस में बदले यह कोर्स।

फेब्रिक डिजाइन की बारीकियों के साथ साथ टेक्सटाईल काप्ट, टेक्सटाईल हैंडिकाप्ट बिजनेस और टेक्सटाईल बिजनेस भी इस कोर्स में समाहित है।

## AIM

This course teaches to use traditional sketches and painting techniques as well as high-tech computers to make designs for textiles as per the moves with current fashion and global trends to reflect many moods and cultures, to capture design ideas and trends that often becomes part of a skilled designer's work.

Usually, textile design comprises of both surface design and structural design and the designers handle embroidery designs, print, weave and texture.

## SCENARIO AHEAD & CAREERS

Course takes you to the pathway of becoming a successful Saree Designer, Furnishing designer, Dress Material Designer, Interior Textile Designer, Speciality Fabric Designer and more over, gives you the power to dazzle the Fashion Industry with your knowledge & ability to create latest trends through age old proven technics of Textile Design.

Textile design is an integral part of fashion industry and textile designers are responsible for the design of knitted, woven or printed textiles suitable for fashionwear or household uses.

Textile designers use their skills & experience to produce surface designs and colorations as found in dress fabrics, furnishings, carpets, tiles etc

Year 2 - Advanced  
(Optional)

Year 1 - Foundation



# Accessory & Footwear Design

Duration : 1 year

Eligibility : 10th and above

Course Highlight : You adore the texture, the patterns, especially the colors. There's just something about textiles that touches you. And now you want to explore the possibility of working professionally as a textile designer.

अपनी हॉबी को प्रॉफिटेबल बिजनेस में बदले यह कोर्स।

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(Optional)

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[www.graffiti.edu.in](http://www.graffiti.edu.in)

