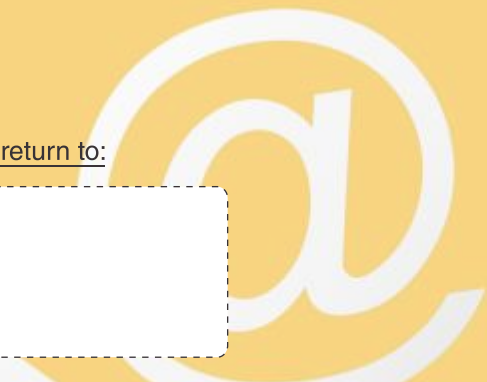
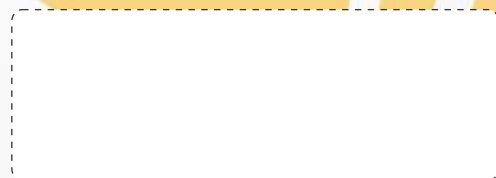


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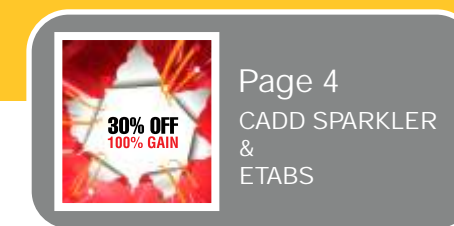
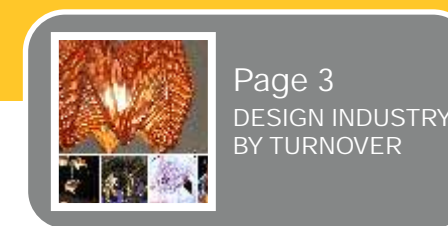
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" CADD Centre forays into pre-school segment with the launch of



" *Montessori* " - emphasizing on independence for learning, Dr. Maria Montessori who was Italy's first female physician lit a candle for this revolution of educational methodologies. She observed how young people learn best when engaged in purposeful activity rather than simply being fed info and drew upon her scientific background and clinical understanding to shape up this revolutionary methodology.

While many of the high-schools are already following this as a teaching methodology; Dreamflower is a proud "pre-school" to implement this best in class teaching methods for the tender toddlers as well and succeeding from last 9 months. Dreamflower is an initiative of Asia's leading training institute CADD Centre, which is very well known for its learning and teaching methodologies from last 27 years. The pre-school is on the same path with the base of the Montessori Method of Education, which emphasizes modern style of learning and not just learning through watching, listening, or reading.

In typical traditional methods based pre-schools, a teacher imparts topic-specific concepts to a group which means everyone is taught (not learns!) the same lesson at the same time (at their own pace though). In pre-schools without Montessori, you will find over-charged walls, cartoon figures, super-heroes, or any over-stimulating visuals. Whereas temporarily enjoyable by children; they soon become a major distraction to the learning process and detract from achieving a balanced environment.

Schools with Montessori approach are not bound by the curriculum in a classroom; children are constantly challenged and can progress

at their own pace. They are also provided with special multi-sensory materials unique to the Montessori Method, which fosters critical thinking and problem solving skills in them. The goal of both Montessori and traditional preschools remains the same: to provide learning experiences for the child. Montessori schools have mixed age groups; the child discovers his own concepts from self-teaching tasks, while the latter have same age group and the child is guided by the teacher who is the center of the classroom. The hallmarks of Montessori style include:

- Discover answers for yourself (a lifelong learning)
- Environment matters- Physical, cognitive, emotional and social (every small change that needs to be scaled per the age group or mental ability)
- Be active, and creative
- Respect all - nature, people, and planet

CADD Centre with this initiative for transforming the pre-school education has already started bridging the gaps that traditional method of education has created. CADD Centre has been successful in playing its role towards preparing those cute and high potential toddlers, to be ready for the tough world ahead!



For details please visit www.dreamflowerindia.com or write to info@dreamflowerindia.com



DESIGN Industry

– Designing a new growth era

Design industry in India is characterized by many small to medium sized “innovative” firms. There are a few well organized design companies with high employment rates. These firms offer multiple specialties and serve more or less as one-stop-shop for design needs (marketing, arts, publication etc.). Indian government is taking initiatives to improve the state of design industry in India and opening doors for satisfying employment opportunities. Make in India is one such initiative to encourage investors and entrepreneurs to invest in the Indian economy. And CADD Centre is playing its part to make this move a success.



Design industry in any economy holds an important aspect of creativity innovation and growth. It provides processes and tools to translate ideas into practical business applications and thereby translating into huge monetary growth. It is an interdisciplinary, problem-solving discipline which combines creativity with skill and knowledge in areas of technology, business and communications.

Organizations hire professional designers to carry out tasks such as packaging and designing effective advertising campaigns, designing products, developing their unique identity, etc. Design industry is the keystone to the design of publications including books, online resources, newspapers, blogs, magazines and websites.

A few Indian design companies are internationalizing their operations. They have been opening offices in other countries and tying up with design companies from other countries. Students who have completed their courses can find lots of job opportunities, whether they want to start their career in fashion industry, animation, graphic design/web design, architecture or manufacturing, there are various roles available within the design industry.

DESIGNERS IN VARIOUS DISCIPLINES

Table 1

Design Disciplines	Designers (in %)
Architectural Design ¹	89.83
Interior Design + Landscape Architecture + Furniture Design ²	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design ³	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI) ⁴	29

^(1,2,3,4) based on secondary data collected on 36337 designers in India)
(Remaining figures based on a sample size of 170 studios surveyed)

Foreign companies like Saffron Brand Consultants, Landor & Associates, Fitch, WD partners have already setup operations in India. These companies, mainly represent the branding and communication domain. There is news of a few more coming to India from other design domains as well.

SOME SUCH TIE-UPS ARE:

- 1 Elephant Strategy + Design entered into an alliance with npk Industrial Design, Netherlands and Design Continuum, USA.
- 2 Brandsapes Worldwide Consultancy has tied up with Design Bridge, U.K based design consultancy firm.
- 3 Onio Design has partnered with Style Vision, France for Trend Research.
- 4 Vyas Gianetti Creative signed six partnerships with Flex / The Innovation Lab (Product Design); Lava Graphic Studios (Editorial Design); Indeed (Marketing Sales & Strategy); Wally Olins' Saffron; DixonBaxi (Creative and Strategic consultancy); and Ryan + Deslauriers (Real Estate Branding).



FACTS YOU MUST NOT MISS:

- 1 People in Taiwan, India and China are well aware of public design institutions.
- 2 Italy, China and India are the main players in overseas design outsourcing. China and India are thought to enjoy affordable pricing for design development.
- 3 In France, India and Sweden, consumers favor a design style that is reflective of their unique cultural characteristics.
- 4 Korean firms spent less money on design, along with Brazilian and Indian firms. Design-related investment is the lowest in India.
- 5 The total expenditure by people on design is highest in Britain and U.S., while those of Korea, China and India are low, indicating lack of awareness of design.

DESIGN INDUSTRY BY TURNOVER

Table 3

Design Area	Number of Companies (in%) [*]			
	less than Rs. 2,50,00,000	Rs. 2,50,00,000 - Rs. 4,99,50,000	Rs. 5,00,00,000 - Rs. 25,00,00,000	Rs. 25,00,00,000 +
Architectural Design	50	17	17	16
Interior Design + Landscape Architecture + Furniture Design	47	10	26	17
Fashion + Textile + Jewellery + Leather design	73	9	9	9
Graphic Design	64	12	15	9
Animation + New Media Design	53	0	20	27
Industrial + Automotive + Retail Design	55	5	24	16
Allied (toy + Set & Exhibition + Design Research)	22	11	44	23
HCI	43	0	29	28

(* Based on a sample size of 170 studios surveyed)



Image courtesy: www.princdesign.com | en.wiki2.org | manilafame.wordpress.com