



# ART & DESIGN

A FUSION OF CO-CURRICULAR AND ACTIVITY-BASED BOOKS

*Complements the existing school curriculum and aligns with the educational system*

[www.aims.media/Art&Design](http://www.aims.media/Art&Design)



# Company Background



- ❖ **AIMS Media established** in 2008 and incorporated in 2013.
- ❖ **An education solutions organization based in New Delhi, India** and involved in education advocacy, special education solutions, new-age skills & vocational training, early childhood intervention, art-based academic & therapeutic solutions, and change initiator for over 10 years and pioneer in technology-based future-education.
- ❖ **ISO 9001-2015 certified and accredited** from Emirates International Accreditation Center.
- ❖ **Industry partner** with Skill Council for Persons with Disabilities.
- ❖ **Registered** with Ministry of Corporate Affairs, GOI.
- ❖ **Global recognition** through the Zero Project Award.
- ❖ **Associated with overseas instituitons** including in Bhutan, UAE, Oman, Cambodia and USA.
- ❖ **Received appreciation and recommendation** from respected institutions like Amity University, IGNOU, FDDI and Lady Irwin College, University of Delhi.
- ❖ **Associated with over 500 institutions in India and abroad** and has touched the lives of over 25,000 people with disabilities, psychosocial disorder and support needs, along with rehab professionals, teachers and caretakers.



# Art & Design



Art & Design consists of **nine individual plus synched level books**, designed to offer **constructive, structured, innovative and creative learning solutions** which help to achieve academic, vocational and remedial goals keeping in mind different age groups, difficulties, abilities and challenges of an individual. It **entails a simplified implementation and execution process** which has successfully been able to add value to the constructive school education and **enhancing students' interest** towards academic and non-academic learning. It is a **well-researched, trusted and tested education tool** that enhances learning interest in creative ways, **fosters inclusivity and stimulates brain activities**. The **range of pedagogical solutions** mentioned in it and its **fair and effective evaluation process** helps in evaluating the progress and performance in **co-scholastic and scholastic areas**.



Promotes 21<sup>st</sup> Century Skills



Cross-Curricular Integration



Develops Functional Abilities



Sync with Schooling and Academic System



Aligned with NEP, NCF and CCE



360 Degree Assessment Process



Art & Design Learning Lab



# Art & Design



Subject comprises 5 years hand-holding and systematic process of execution



Incorporate standardised curriculums



Access into student's thinking through its outlined activities



Meet the academic needs and goals of school and student



Promote students ready for mainstream/ inclusive education



Boost creativity, logical thinking, analytical and problem-solving skills



Increase indulgence of co-curricular & extra curricular activities



Addressing the therapeutic needs and challenges of specially-abled through creative methods



# Approach



## ACADEMIC APPROACH ALIGNED WITH MAINSTREAM EDUCATION

- The content of all 9 levels of Art & Design has been prepared/integrated keeping in mind the subjects and curriculum adopted by various leading educational boards/institutions.
- Subjects like Mathematics, English, EVS, Computer, Art, Painting and Multimedia are synced/coordinated with Art & Design.
- Art & Design provides confidence and ease to a student to choose the subject of his/her choice to pursue schooling from various prominent educational boards.



## REMEDIAL APPROACH SKILL ENHANCEMENT

- The activities, supported TLM and Art & Design workbook are very simple, easy, inclusive and accessible, which helps in enhancing the functional areas while performing.
- Art & Design majorly focuses to promote/enhance motor skills, attention, cognitive skills, critical thinking, information processing, learning interest, communication skills, artistic sense and quadrupod grasp.
- The study material of Art & Design is developed in a way so that learner progress and performance can be easily tracked, monitored and assessed.



## VOCATIONAL APPROACH CAREER/ WORK OPPORTUNITIES

- Career options for Art & Design students/graduates are plentiful. The activities, content, tools and techniques of Art & Design are career-oriented as well, which offers vocational rehabilitation in the field of
  - Computer
  - Design
  - Photography
  - Multimedia & Animation
  - Fine Art and Illustration.



# Glance of Art & Design Books



## Level 1- Fundamentals of Sketching & Colouring ISBN- 978-81-943989-0-5

Highlight the creative/ artistic skills, it contains activities which will help in learning basic fundamentals of Sketching and Coloring.



## Level 2- Colouring and Clay Modelling with Flamingo ISBN- 978-81-943989-1-2

It is outlined to enhance artistic sense and creative skills by multiple activities like imitation, learn the technique to draw with both the hands for stimulating brain.



## Level 3- Displays & Acts ISBN- 978-81-943989-2-9

It is outlined to learn multiple tones of colors and their physical variables, to create a sense of using colors and help in sorting the difference and assembling the structure in an appropriate manner.



## Level 4- Building Concepts ISBN-978-81-943989-3-6

It is outlined the activities which has a different pedagogy to build the concepts which are essential for the acting/skits/mimesis apart from developing scripts.



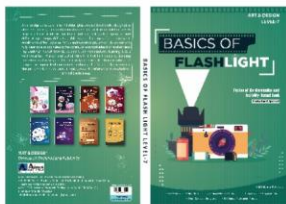
## Level 5- Information Technology 1 ISBN-978-81-943989-4-3

The chapters have been outlined to deliver the knowledge about the granular computing basics which is useful in understanding multiple functions, inbuilt software to enhance the technical, comprehensive, cognitive, perpetual skills



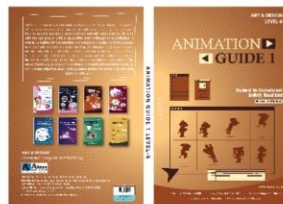
## Level 6- Information Technology 2 ISBN-978-81-943989-5-0

It contains chapters which help in evaluating the typing skills and learn different software to depict the art in the new way i.e. digitally and enhance the technical skills, eye hand coordination, cognitive skills, conceptual learning and engrossment skills.



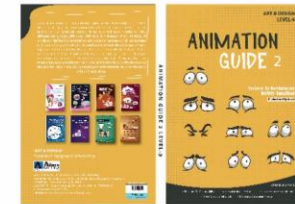
## Level 7- Basics of Flash Light ISBN-978-81-943989-6-7

It is outlined to make the students learn what is the camera interface and technicalities to operate the device. In the different chapters multiple techniques, sense, ideas and methods are taught to understand the depth and uniqueness of learning photography.



## Level 8- Animation Guide ISBN-978-81-943989-7-4

It is outlined the activities would help to learn the techniques and methods to give motion to your depicted characters and objects.



## Level 9- Animation Guide 2 ISBN-978-81-943989-8-1

It comprise of the most simplest but interesting and profound concepts, methods and techniques of one of the animation. The outlined activities will help to remember the methods and techniques in the easiest form to refine the performance.



## NEP

- ❖ Ensure inclusive and equitable quality of education and promote lifelong opportunities for all.
- ❖ Reflects different pedagogies like experiential, holistic, integrated, inquiry-driven, discovery oriented, learner-centered, discussion-based, flexible and of course enjoyable.
- ❖ Synchronize with schools' academic system and applied either as skill building, extracurricular or co-curricular subject.
- ❖ Gives exposure to vocational education and given to learners at a very young age.
- ❖ Cross-curricular pedagogical approach that utilizes various aspects and forms of art and culture as the basis for learning concepts across subjects.

## NCF

- ❖ Development of Knowledge, Capacities, and Values
- ❖ Empowering teachers and schools
- ❖ Engaging and effective pedagogy
- ❖ Curriculum is rooted in India
- ❖ Multidisciplinary education
- ❖ Equity and inclusion
- ❖ Holistic Progress Card
- ❖ Enable real improvement in practise of education in the country
- ❖ Learning Standards with clear, specific, and rigorous flow-down

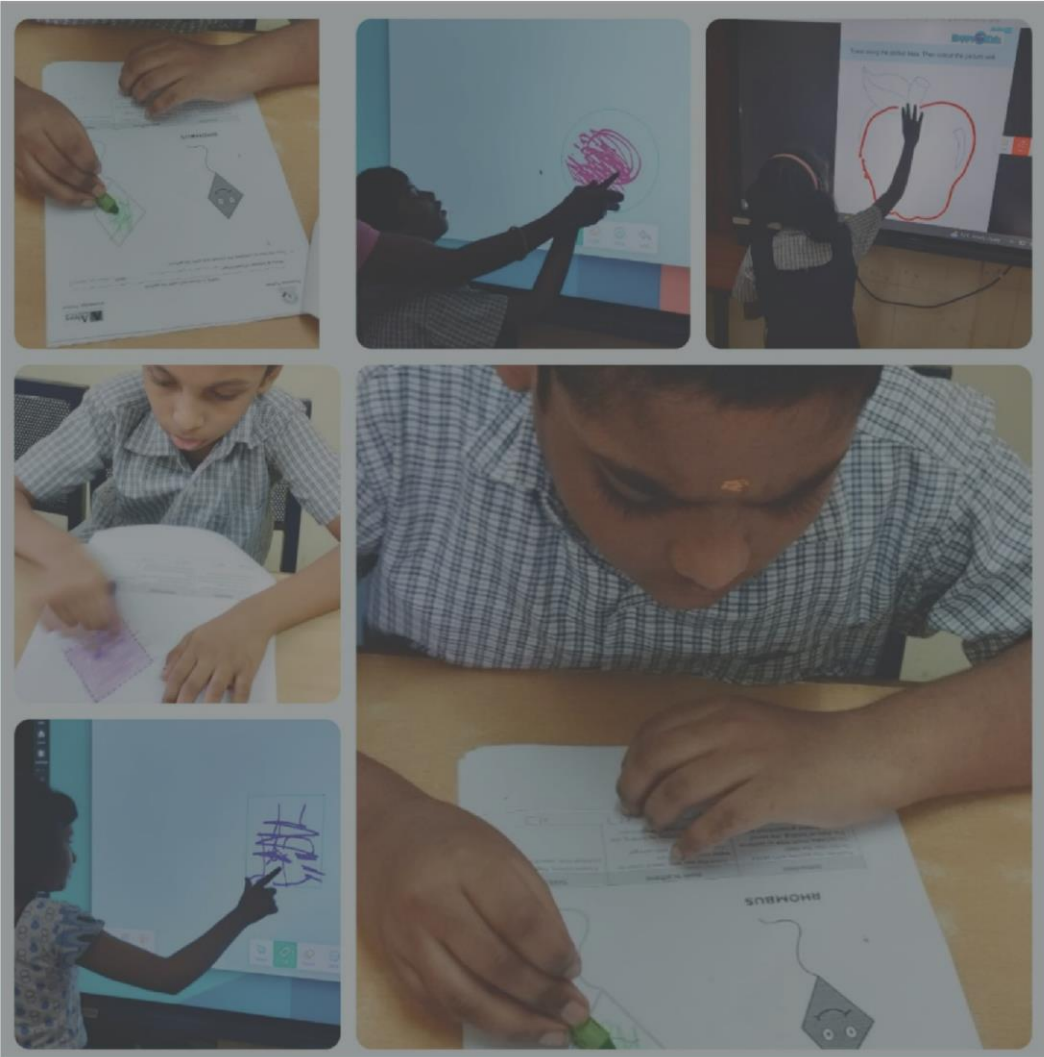
## CCE

Evaluation is an integral part of an education system, considering this Art & Design sync its tracking, monitoring and assessment process with Continuous and Comprehensive Evaluation.

### KEY FEATURES

- ❖ Make the learning process student-friendly
- ❖ Reduce the difficulty level of learning
- ❖ Diagnose learning difficulties
- ❖ Promote remedial learning
- ❖ Emphasize student self-evaluation
- ❖ Help develop cognitive, psychomotor and affective skills.
- ❖ Includes formative or summative assessment of scholastic as well as co-scholastic aspects of the child growth.





“Art & Design books and related TLMs are designed well for the children with special needs. Use of colors, instructions, goals, tools, techniques and methods involved in the teaching/learning materials helped the students to build interest and to indulge in performing activities as per their own abilities. Personalized set of worksheets helped students to learn, perform and progress academically and also assisted well in enhancing multiple functional areas such as motor skills, kinaesthetic skills etc. Content of the subject not only helped improving behaviours but the dynamic, creative and innovative pedagogies included, also developed essential skills in the individual(s).”

Mr. Sutapa Bhattacharya  
Educator, West Bengal



What I observe with Aims Media Art and Design course is children are understanding edges, spaces, light, shadow, relationships and whole and part easily which takes many days in normal teacher methodologies. It is truly a surprise to us.

Ms. Rajeswari  
Educator,  
Shankar Foundation, Hyderabad

### EFFECTIVE DEVELOPMENT OF STUDENTS FROM THE SCHOOL OF CHENNAI, TAMIL NADU

PSSB students show improvement in various skills after joining Art&Design classes. As they refine their learning skills and motor skills some students have shown improvement in behavioural issues and their attention span increases too.



# Key Features of Art & Design

- Profound assessment and effective evaluation process
- Meticulous monthly training/capacity building of teachers/class-in-charges
- Personalized learning solutions along with worksheets/workbook,
- Simplified implementation & execution process
- Uniformed lesson plans correlated to mainstream education
- Structured mentoring, monitoring and assessment system
- Standardized and integrated curriculums
- Dynamic activities with provident goals
- A conducive learning lab experience
- Certification to all beneficiaries/participants
- Chapter-wise comprehensive progress and performance assessment graph

## “IMPACT OF VISUAL BASED LEARNING CONCEPTS AND STANDARDIZED CURRICULUMS”

“Co-curricular activities, visual based learning concepts and standardized curriculums and lesson plans of Art & Design, had impacted the students and educators and propelled them to self-introspect so to apply the conceived learning or teaching by evaluating their own real potential and beyond. Empirical evidence in regards to personalized solutions seemed very fruitful and was as promising.

Dr. Amrita Panda  
Educationalist, Rehab Professional and  
Founder  
Deepranjani Foundation, Kolkata



# How to Implement Art & Design?



## Step-1 Collection of Pre-requisites information

Set of information based on 19 components shared by school to AIMS Media in order to sync the existing education system with Art & Design criterion.

## Step-2 Analysis of Information

Information received by the schools further goes for internal audit by the proficient team of AIMS Media in order to align the goals & objectives of books with school.

## Step-3 Student Categorization & Book Allotment

After the thorough study and analysis, AIMS Media generates a categorization and books allotment sheet, which is further shared with schools for better clarity, get confirmation and helps to understand the books delivered.

## Step-4 Syllabus Distribution Plan

After the allotment of books, syllabus distribution plan will be created which helps the school to understand the implementation process, considering the existing activities, subject and no of sessions are going on schools and represents detailed knowledge about the frequency and duration of each topic covered in the chapters of each level.

## Step-5 Monthly Teacher Training Schedule

Each teacher of a specific level will undergo meticulous training to understand the execution, pedagogies, creative TLMs, classroom challenges and to apply the curriculum according to the syllabus distribution plan. This monthly training schedule sheet will be given in advance.

## Step-6 Exercise Workbook & Assessment

Customized worksheet & TLM supports in adding values to the experiences, challenges, ideas and solutions been discussed during the monthly training to offer adequate solutions. It helps learner to study, revise and perform well during the assessment.

## Step-7 Monthly Monitoring & Feedback Form

The teachers responsible for specific level give their valuable feedbacks and suggestions to comment on Art & Design services & creation process to enhance the content quality of books and study material delivered to school.

## Step-8 Annual Review Meet and Customization

At the end of every academic year, an annual review meet shall be conducted between school and AIMS Media, which will further lead us to provide customized editions to specific schools for the upcoming year.

## Step-9 Certification

At the end of the academic year every child will get the certificate of participation for the specific level they have been through.

# Value Added Services



- Uniform - Lesson Plans
- Syllabus Distribution Plan
- Teacher Training
- Unbiased Monitoring
- Effective Mentoring
- Workbook
- Teacher Learning Materials
- A Range of Pedagogical Solutions
- Certification

My son Deep Chowdhury is a student in your art class. This art class is extremely beneficial for him as he has conceptual problems. After attending art class, he has improved his drawing skill although he is picking up slowly. Tearing and pasting colored papers is also very much needed as you taught.

Bhaskar Chaudhury  
F/o Deep Chowdhury  
Kolkata

## A VALUABLE ADDITION TO CURRICULUM

HOW ART & DESIGN IS A FUN AND LEARN SUBJECT  
AT VIMARSHA CHARITABLE TRUST, BENGALURU

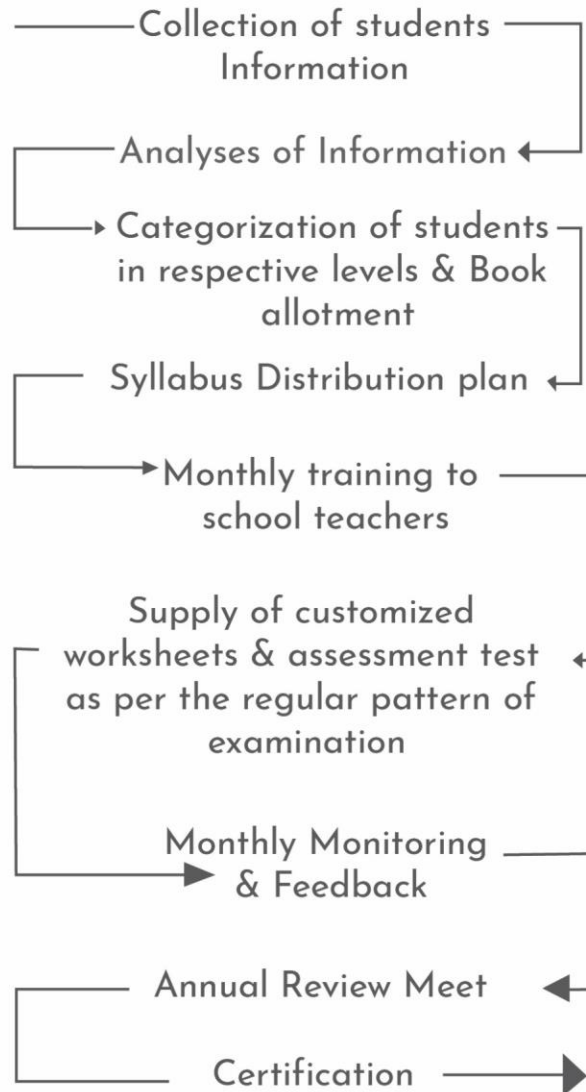
We introduced Art & Design to the students of Vimarsha in June 2022. The course curriculum is very well planned and structured to cater to different levels. The books are standardised while the worksheets are flexible. This works very well for students with varied abilities. Based on our students' aptitude, we started with levels 3, 4, 5 and 6. We have been able to easily integrate this subject into our system. Children have shown tremendous improvement in concentration and hand-eye coordination. This has been a valuable addition to our curriculum. We are very happy to see all our students benefit and enjoy this coursework. AIMS Media coordinator worked along with Vimarsha teachers to arrive at workable time table. Lessons are very simple and visually appealing. The periodic assessments are also very well planned. Art & Design is truly a fun and learn subject for our students.

Janhavi Lakshminarayan  
Founder Trustee  
Vimarsha, Bengaluru

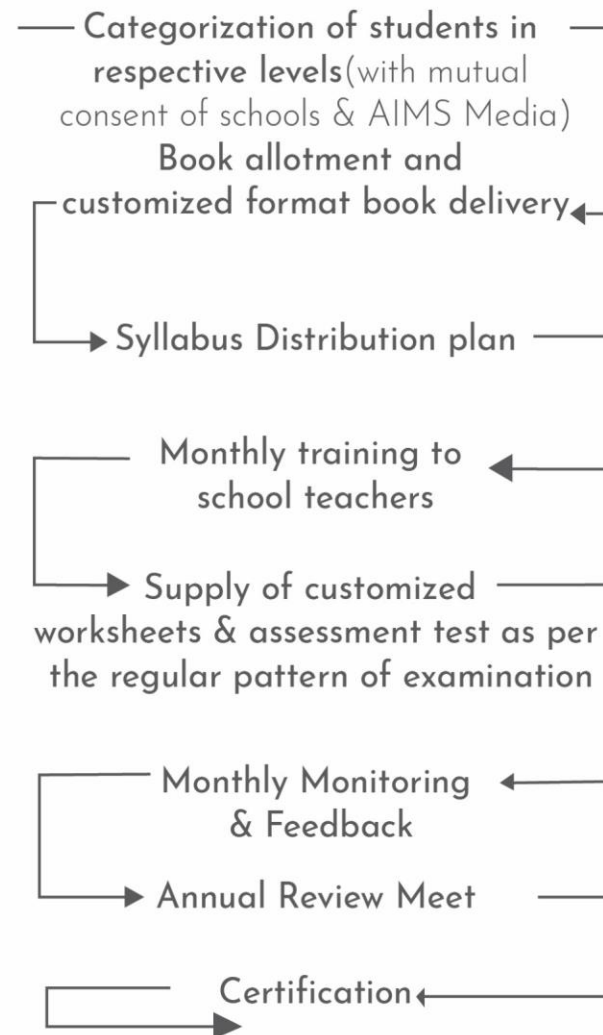


# Execution Process from Standardization to Customization

## 1st Year



## 2nd - 6th Year



# Art & Design in Action



## KEENNESS TO LEARN

### HOW ART & DESIGN CHANGE KABIR'S LIFE

Kabir is a 16 years old ASD child from Bengaluru. His attention span is short but after joining Art & Design classes he improved his cognitive as well as his non-cognitive skills too. He also enhanced his capability to learn & grasp things under their guidance. He also refined his ability to identify a suitable color after analysing and understanding it where he knows how to use, when to use, where to use any particular color.

## “STRUCTURED CURRICULUM ENHANCING SKILLS”

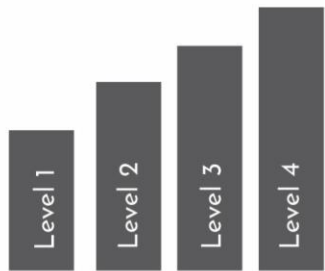
The Art & Design subject trained students in the therapeutic benefits of the arts and transforming their skill sets. It is a structured curriculum that enhances cognitive skills and automatically children learning academic skills. When children get interested in creative work, it reduces their behavioral problems and increases their attention span, and also enhances their learning ability.

Mrs. Gayathri Panju  
Principal,  
Aruna Chetna, Bengaluru

# Example



## XYZ SCHOOL (1st Year)



- Let's assume if XYZ school has provided adequate information of 350 students and after the internal audit, the categorization comes under the levels 1 to 4. So this year the standard books of Art & Design Level 1 to 4 will be allotted.

- Standard edition of Art & Design
- Customised edition of Art & Design
- Revised Customized 2nd edition of Art & Design

## XYZ SCHOOL (2nd Year)



- Followed by the protocol and execution process of Art & Design, the annual review meet will lead us to revise the allotted books and design the customize editions for the specific institution.
- Every year students will be promoted to the next level.
- This year the customized edition of Art & Design will be allotted to Level 1 to 4 and students promoted from level 4 to level 5 will be allotted the standard edition.

## XYZ SCHOOL (3rd Year)



- Subsequently, this exercise will be executed for continuous 5 years.
- All the levels will be revised as per the institution's needs.
- The customized worksheet helps to create an extra-ordinary and adequate library for the institution.
- With this continuous exercise, all the levels will be customizely standardized as per the institution.
- Art & Design would be independently implemented by school as a subject after the completed of 5 years of hand holding process delivered by AIMS Media.



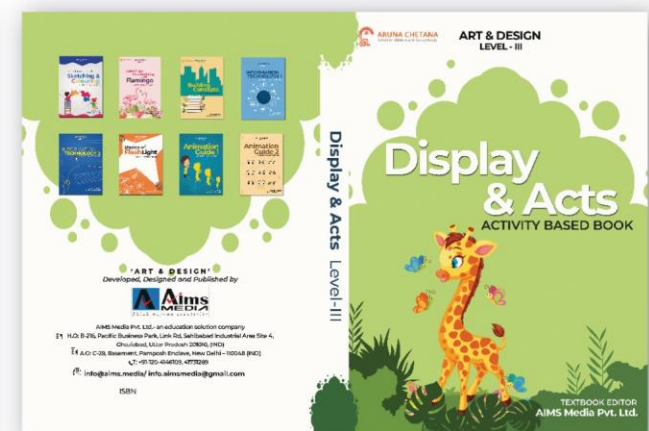
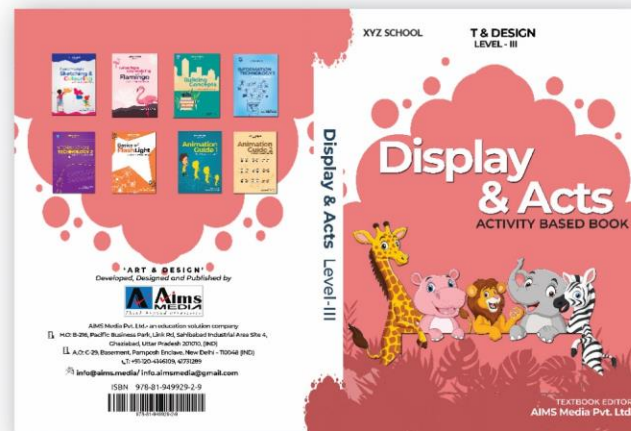
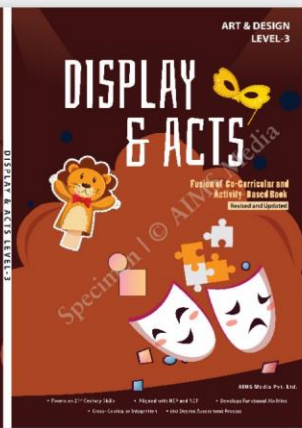
# Standardization to Customization



1st Year- Standard Edition

2nd Year- Customized Edition

3rd Year- Customized Edition



Customization of the books based on the following:

- # Content
- # Picture
- # No of Activities
- # Logo of Institution



"Activities, methods and techniques involved in Art & Design helped many students in developing or improving fine motors, eye-hand coordination, lateral thinking, imaginative skills, creative skills and confidence in other area such as academics and life skills. TLMs assisted in evaluating the difficulties and limitations of student(s) and also solution to transform those difficulties into abilities. Teachers improvised their teaching methods and are able to deliver the education as per the understanding and abilities of the students."

Ms. Sunetra Kar  
Educator  
PCAM, Kolkata



## “AN OPTIMUM BENEFITS FROM ART & DESIGN”

The thought behind implementing Art & Design was to develop their creativity, reasoning, and overall cognitive development. The students are enjoying the class. They are learning the concepts joyfully. Some of the students are facing problem as it is in virtual mode. To obtain an optimum benefit, the program should have been implemented for all which unfortunately was not possible in a pandemic. The teachers benefit from the monthly training and there is a scope for interaction to resolve the issues that the students are facing. As per students' needs, how to modify the worksheets as per students' needs are shared by the teachers and accordingly, the worksheets are developed. The teachers are also given an idea of how to instruct the students for better results.

Mrs. Rinku Gaine  
Principal,  
Manovikas Kendra, Kolkata

## “UNIQUENESS OF THE SUBJECTS MOTIVATES STUDENTS TO LEARN MORE”

“Art & Design helped our students in many different ways in terms of behaviour, functional areas etc. Uniqueness of the subject which motivated and kept our students and educators indulged into it was customization of worksheets as per the ability of the individual(s). The method to learn and perform the activities was very much simplified which resulted into progress in the bars of performance in the report card of many students.”

Mrs. Rina Patra  
Head of Academics,  
Pradip Centre for Autism Management, Kolkata







*Be a future ready inclusive school and implement Art & Design in your school - a systematic and proven cross-curricular educational solution enhancing the interest of learning in constructive ways*



Please visit <https://aims.media/Art&Design> and get fact sheets and brief introductions of all the books. Also, book a Request for Orientation - we will be happy to share the insight of 'an ennealogy- set of nine books' and conduct preliminary assessment at pro bono basis.

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