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Campus Buzz: A Visual Treat @ Raffles Design International.

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The students of **Raffles Design International**, a Singapore affiliated institute in Mumbai, showed off their talent at their final year exhibition held on 21st June '06 at the college campus.

After Cambrian college, the Canadian affiliated institute in Mumbai, shut down, students chose to go to **Raffles** to finish their final year.

These 12 designing students graduate with a degree in BA with Honours in Visual Communication along with a major in graphic designing/ fashion designing from KVB Institute, Australia. The 3 topics given to the students

were: **Sanjay Gandhi National Park, Indian Postal Service and Jazz Music**. They could choose any one to create their advertising campaign. The last 6 months of this 1-year course (after a 3 year Diploma course) are spent in putting the project together. The first 3 months is used only for research on their chosen topic, and the next 3 on all the creative work. The students put together an entire creative campaign - billboards, posters, signages, newspaper and magazine ads, invites etc. depending on the requirement of their product. Only one student, out of these 12, majored in fashion designing and her "Starlight" collection was all black with a hint of silver and blue. Rajat Kaura's campaign on Jazz music was designed well, and had a funky and abstract touch to it. Udhisha Kumar's IPS (Indian Postal Service) campaign included a mascot (Sevakram), which was also a good idea.

Another interesting aspect of this project was something known as editorial designing where the students had to design a book, on any topic of their choice (Hotel Burj Al Arab in Dubai, Trance music, Tattoos etc.).

In terms of designing and quality of work, the students put in a great effort and was up to the mark in terms of international standards. The students' work seemed enthusiastic To sum it up, it was good work, but it also seemed like a lot of money may have been spent in putting up such well-finished campaigns.

- *Bhairavi Jhaveri*