



THE  
School of  
**art** & **design**

TAKE CONTROL OF YOUR CAREER

[WWW.TSOAD.EDU.PK](http://WWW.TSOAD.EDU.PK)

# WE ARE THE FUTURE FUTURE IS HERE

The School of Art and Design, where the ideas of branding and art crafting are being developed and practiced. As an art school, we are also working on raising and developing the creative talent among individuals to make them highly professional so that they may start their rewarding career. We are offering various courses & professional programs for good career growth.

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at **TSOAD**

•  
Across all programmes we guarantee you 6 days a week teaching  
– more than almost any other college or university

Lecturers are based in your studios/Digital Labs Monday to Friday, giving you high

•  
quality one-to-one time

Your class sizes are small, on average no more than 7 students  
to one lecturer

•  
We teach you real skills that will be invaluable throughout your  
whole career

•  
You will have your own design space - no need to share

•  
Your studios are open 6 days a week

•  
Guaranteed iMac if you are studying Graphics & Illustration,  
guaranteed DSLR and full flege Studio if you are student of Photography and Film

•  
Free calico material, pattern cutting paper, various materials for set  
projects, dyes and screen printing inks and foils for Fashion

•  
Internship Opportunities

•  
Lectures and one-on-one time with industry professionals, to help you  
build up your industry links

•  
We will provide you with extensive English support to help with essay  
and dissertation writing

•  
Guaranteed participation in an exhibition or fashion event

•  
Secure and disciplined environment

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## FROM CREATIVE SPARK TO STAR ARTIST

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### Mission

Our mission is to train our youth, make them able to earn and uplift their life. The School Of Arts And Design is dedicated to become an optimal home for arts dreamers. It's a continually evolving/emerging arts School in Rawalpindi supporting creativity. We have affirm believe that creativity and innovation is true spur for change either economically or socially and most crucial for success in today's society. We are devoted to provide practical education which enable students to gain a competitive edge in Market.

### What set us apart?

#### Practical work:

The School of art and design Rawalpindi are affiliated with Group of companies. We make our students learn by engaging them with new market trends and practical work.

#### Curriculum without bound/personalized curriculum:

Students are not bound by predefined curriculum. But every student according to his/her abilities and lacks get customized curriculum.

#### Career exploration:

Our prestigious instructor and facilitators will find excellent opportunities for you at the end of course aligned with your skills and abilities.

#### Tools to shine:

The School of arts and design Rawalpindi have equipped labs with updated tools. Which help student to learn faster and meet ever changing criteria of market.

#### Best environment:

Psychological studies suggest that environment have huge impact on learning. Providing best and international environment to student by taking strict measures.



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**ART IS NOT  
WHAT YOU  
SEE, BUT  
WHAT YOU  
MAKE  
OTHERS SEE**  
EDGAR DEGAS



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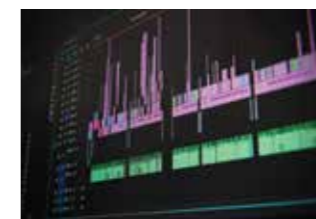
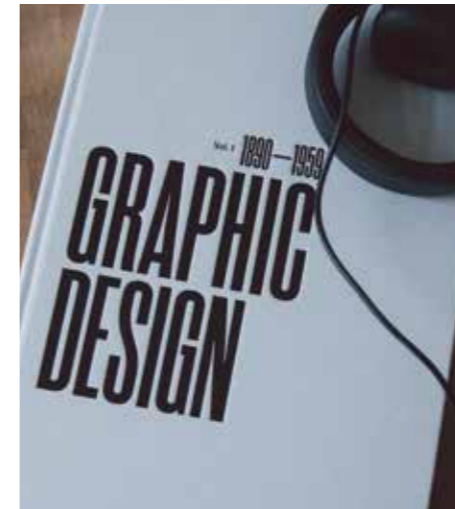
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# WE ARE OFFERING

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Diploma In Graphic Designing	08
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Painting & Sketching Course	16
Diploma In Language and Communication Skill	18
Digital Marketing Course	20

**GET MORE**  
opportunities



# DIPLOMA IN GRAPHIC DESIGNING

## Graphic designing Tools are;

Graphic designing Tools are;  
Adobe photoshop CC.  
Adobe Illustrator CC.  
Adobe lightroom CC.  
Adobe Indesign CC.

## YOU WILL LEARN:

Concepts of Graphics and Illustrations  
Typography Design  
Digital Illustrations (Adobe Illustrator CC)  
Moving from Adobe Illustrator to Corel-  
Draw X6  
Digital Painting (Adobe Photoshop CC)  
Photo Enhancement (Adobe Lightroom  
CC)  
Design for Print and Advertising  
Page Design (Adobe InDesign CC)  
Print Portfolio  
Magazine Design

DURATION	TOTAL FEE
3 MONTHS	22,000/-
6 MONTHS	40,000/-

REMEMBER YOU  
ARE TALENTED  
AND YOUR  
TALENT HAS  
VALUE

The ultimate graphic design course which covers Photo-shop, Illustrator, Indesign principles., branding and logo design, brochure, illustration, letterhead, digital Painting images editing, social media posts, images Manipulation and much more

## Benefit of this course

- .Freelancing
- .Job in creative industry
- .Design for your own business

## MY WAY OF ART BY #TSOADIAN





# THE ULTIMATE PHOTOGRAPY COURSE

This photograph course is designed to teach you the ins and outs of Photography. Even if you have little to no experience with it, to help create profitable images that help you stand out from the crowd and sell.

While there are plenty of Digital photography courses that focus on specific style or how to use gear it's hard to find a comprehensive course like this one, which is for beginner to advanced photography. This course is designed for all levels of Photographers who want to improve their Skills take stellar images and make money with their photos-specially great for any DSLR or mirrorless camera user.

## Style of photography you will learn:

- \*Portrait photography
- \*Land exposure photography
- \*Landscape photography
- \*Product photography
- \*Low light photography
- \*Sports and action photography
- \*Street photography
- \*Architecture photography
- \*Event and wedding photography
- \*Aerial and drone photography
- \*Wildlife photography
- \*Night photography
- \*Dslr photography
- \*Mirrorless photography
- \*Smartphone photography and more



## What will you learn:

- \*understand how cameras work and what gear you need.
- \*master shooting in manual mode and understanding your camera.
- \*know what equipment you should buy no matter what your budget is
- \*follow our practical demonstrationsto see how we shoot in real world scenarios.
- \*Edit photos professionally to make them look even better.
- \*learn start a photograph business and make money from your new skill.

## Who this course is for:

- \*Anyone who wants to take better photos.
- \*Absolute begginer who want to become skilled photographer.
- \*Mom's dads kids grandparents, and anyone else who wants to document their lives in a beautiful way.
- \*Amateur photographers wanting to improve their skills.
- \*photographers looking to make money with their skills.

# FILMMAKING COURSE

## COURSE INTRODUCTION

Personal Development  
Pre-Production  
Production Essentials  
Production & Lenses  
Production & Lighting  
Production & Sound  
Production & Filming Fundamentals  
Complete Framing Understanding  
Mastering Cinematography & Camera Movement  
Post Production Essentials  
Clarity of Editing Concepts  
Key Editing Principles & Theories  
How to Break the Rules Properly  
Mastering the Montage  
Final Post Production Steps  
Course Outro

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MORE  
exposure



## WHAT WILL YOU LEARN

Complete mastery over Script writing, cinematography, sound recording and editing!  
Create your own incredible videos from scratch with a brand new understanding of filmmaking!  
Understand timeless video principles that will stay with you in all projects, forever!  
Take an idea and fully translate it into your own unique style of video!  
Expand your creativity though understanding essential filmmaking theories, principles, and ideas!  
Produce amazing content without expensive equipment, it's about the person behind the equipment!  
Use one of a kind downloadable PDF's to map out and track your career and video making progress!

DURATION	TOTAL FEES
2 MONTHS	25,000
6 MONTHS	60,000

**note:** in 6 Months course you can only get admission if you have any idea and should be approved by film department







## Diploma In Video Editing

Want to edit CINEMATIC videos like a PRO?  
We will take you through the ENTIRE post production stack, including:

WORKSPACE  
EDITING and Text Animation SOUND DESIGN and  
COLOR GRADING and  
Vfx

The problem with most video editing courses is...

They focus too much on "how to use the software"-which you can easily find on  
YouTube or in the user manual  
They take too long to explain simple things...  
They don't teach you how to tell a story (the most important part!)

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## Sketching and Painting

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### Key Learnings;

Still Life  
Landscape  
Spray Painting  
Pastel Work  
Nature Art  
(Complete use of Charcoal, Water color and Pastel)

The main objective of the course is first to get familiarize with the all necessary painting and sketching tools and secondly, will elaborate about the utilization of those tools and achieving realism. We will talk about following in details:

- 1.familiarization with the tools and art supplies required
- 2.shading techniques
- 3.Getting outlines
- 4.finishing strategy to get realism



Sowe willcover all step by step and willsurely achieve lhesame. There Is no doubt that lhe<e are many other techniques which can lead lo realism but the techniques which have been elaborated in th s courseis the most easiest to understand by any beginners. So the coursels being designedIn such a way that any beginner or amateur artist can learn the technique very easily.

By the end or this course lam very confident that you will come to know lhe approach and the process that need to be used for realistic drawing techniques.

### What you'll learn

- Improve your observation skills through simple exercises and assignments.
- Draw from your Imagination or whatever you see and observe.
- Students will be able to water-color paint a three-dimensional object.
- Develop your own creative style and draw with more confidence.
- You'll feel confident enough to funher your anistic learning on any subject.
- Draw a character design from Imagination using colored pencils.
- Start at the very beginning and understand the basics of color mixing,



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Communication is an art and a meaningful conversation is a masterpiece

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# Diploma In English Language

(IELTS & Spoken English)

## YOU WILL LEARN

English words, expressions and idioms, and how to use them in real life.

You will learn the most important English grammar with tons of English-speaking practice.

You will learn to think in English and to speak English fluently. (in Intermediate level)

You will learn to read in English and to spell English words intuitively

You will learn to understand movies and TV shows in English.

After the course, you can travel the world freely, without a language barrier

After the course, you can start preparing for English language tests like TOEFL, IELTS, GMAT etc.



# DIGITAL MARKETING COURSE

Digital Marketing Course: With over 24 sessions of training, with case studies and practical steps you can follow - this is one of the most comprehensive digital marketing courses in the Rawalpindi and Islamabad.

We'll cover SEO, Facebook Marketing, Google Adwords, Google Analytics and more!

The course is highly interactive with projects, checklists & actionable sessions built into every section.

Learn step by step how to market a business online from scratch across all the major marketing channels. Like Facebook Instagram, LinkedIn and twitter.

this course is "incredible value for money!" as one student said.

We'll cover:

- . Market Research.
- . Build a world-class WordPress website in 1 hour without any coding.
- . Email Marketing.
- . Copywriting.
- . SEO (Search Engine Optimization).
- . Social Media Marketing (Instagram, Facebook, Twitter, Pinterest & Quora).
- . LinkedIn Marketing. Go viral on LinkedIn.
- . Google Adwords. Avoid common mistakes and set up profitable campaigns first time.
- . Facebook Ads. Make money with Facebook Ads without spending a fortune.
- . Google Analytics. Improve your marketing with Google Analytics data.
- 11. Google Search Console

GET  
MORE  
skills



Master Digital Marketing Strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing, Analytics & More!



## WHO THIS COURSE IS FOR:

- Business owners who want to scale up their business
- Ecommerce Website owners who are struggling to get traffic and sales
- Anyone looking to add highly paid skills to their CV
- College students or fresh Graduates
- House Wife
- Freelancers
- Side hassle





## ALUMNI JOB AND INTERNSHIPS

*Alumni networks provide the long-term value to a student by giving alumni the chance to stay in contact and continue to learn from each other long after they have left school. We have many MOU's with differnt company in Pakistan so The School of Art and Design provide oppertunity to get job and internship after successful completion of certificate. There are also oppertunity for student to perform social work for the betterment of community.*

*Don't forget to join our Alumni network*

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# Scholarships, Discounts and Packages;

Note: All scholarship/discount/package availing students' information will be kept confidential as per school's policy.

A. Need based / Bright Students Scholarships (Bright Students Skill Program)  
If you have what it takes to be an Artist or an entrepreneur, than get free of payment worries because The school of art and Design is committed to brighten the future of our young generations.

Procedure;

Step 1. Get Registered

Step 2. Evaluation Interview by a student councillor.

Step 3. Seat Reservation after successfully passing the assesment of scholarship criteria.

B. Group Discounts;

Following are the discounts offered to group inductions according to The school of Art and Design discount policies.

1. Group of 3-4 students will get 10% of discount.
2. Group of 5-8 students will get 15% of discount.
3. Group of 9-10 students or above will get 20% of discount.

Special person-s discount i.e. Handicapped, Orphans etc.

Special persons, will get discounts starting from Fully funded scholarships to according to need adjustments.

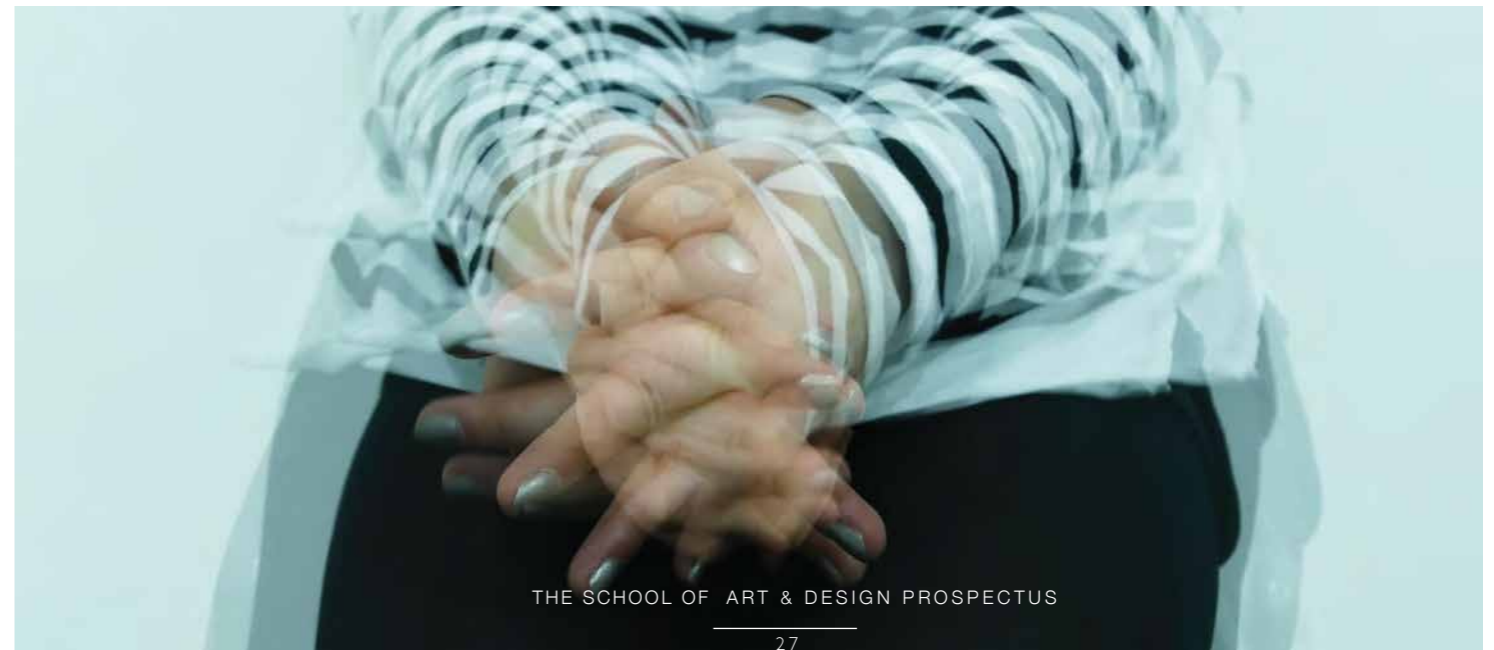
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VALUE





We are devoted to provide practical education which enable students to gain a competitive edge in Market.

### Our Affiliations



## EASY REFUNDS

Start where you Left off

### Fee Refund Policy:

1. The school of Art and Design has a complete refund policy before 5th Class of the current month with complete refund on next month-s fee. E.g. A student submitted a fee of 6 Months and want to leave after 4 months and 4 classes of next month, will get a fully refund of reaming 2 months. But if he/she has completed 5 classes of the month, than the current month fee is not refundable.

2. Section 1 will not apply on package/discount availing students. If a student who has availed package/discount will only get refund of remaining fee for remaining months according to original fee (Not the package/discount fee) or the package/discount fee applicable to his/her completed tenure.

3. The current month fee will not be refunded after 4 classes, including 3 demo classes. However you have course freezing options available.

### Leave-s Policy:

1. A student can take 3 leaves in total in a single month and will take or recover his/her classes after the following month i.e. 3 extra classes.

2. Leaves of more than 3 days will be considered as absents and cannot be recovered. However in serious conditions like medical emergency etc., you have course freezing options.

### Freezing Options:

1. You may freeze your course at any time during your course for any reason-s and start from where you left whenever you feel comfortable.

2. You have to inform 5 days prior before freezing course. (Emergency cases are excluded of prior notification)

3. You do not have to register again but inform the admin office before joining for seat availability. Once your seat gets confirmed you can resume your course from where you left.

*We can be expensive and we all know it's hard work. People may not realize it, but skill is so much more than just the qualifications you receive at the end. It's about the lessons you learn, the people you meet, and the relationships you build. So why would you expect to leave all of that behind after certification?*

# FEE STRUCTURE

Course Name	Tools	Duration	
English Language IELTS		6 Week	16000/-
English Foundation	English Grammar	1 Month	8000/-
English foundation	Speaking/ Listening	1 Month	8000/-
<b>Graphic Designing</b>			
Graphic Design	Adobe Photoshop + Illustrator	6 Months	40,000/-
Graphic Design + Freelancing	Adobe Illustrator Photoshop	3 Months	22000/-
Image Editing	Adobe Photoshop	1 Month	8000/-
Media Publishing	Adobe InDesign	1 Month	8000/-
<b>Audio Video And Digital FX</b>			
Audio Editing	Adobe Audition	1 Month	8000/-
Video Streaming and Editing	Adobe Premier Pro	2 Months	15000/-
Visual Effect - After Effects	Adobe After Effects	2 Months	25000/-
<b>Web Designing &amp; Digital Marketing</b>			
Certificate in Web Engineering	Web Designing & Digital Marketing	6 Months	40000/-
Web Design	Adobe Photoshop	1 Month	8000/-
Digital Marketing	SEO + Social Media Marketing	2 Month	25000/-
<b>3D Modeling And Animation</b>			
Course in CAD	Autodesk AutoCAD	2 Months	15000/-
Basics of 3D Animation	Cinema 4 D 3D Studio Max	4 Months	60000/-
Confidence Building & Career counseling	Public / on Camera Speaking	2 Months	15000/-
<b>PHOTOGRAPHY</b>			
Art of Photography		1 Month	16000/-
<b>OFFICE PACKAGE</b>			
MS Office + Typing		1Month	8000/-
<b>Filmmaking &amp; Vlogging</b>			
Documentary Filmmaking		2 Months	25000/-
Advance Filmmaking		6 Months	60000/-



**GET  
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at TSOAD

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