

ABOUT THE COLLEGE

McGAN'S Ooty School of Fashion & Design (MSFD) is promoted by McGAN'S Ooty School of Architecture (MOSA), Ooty a premier institution in Architecture education located in the Queen of Hills, The Nilgiris. MSFD has been set up with the prime objective of producing professionals to the emerging need of fashion industry in the country. The strength of McGAN'S is its curriculum that aims to develop professionals with educational conceptual, design and technical skills combined with aesthetics refinement the need of the industry.

The institute's strong relationship with the Fashion and Life Style Industry, create ample opportunities to engage the students to work and share their thoughts directly with the professionals. The Institute prepares students for professional excellence in Fashion & Design through rigorous Professional Programmes, Hands on Experience Learning and Innovative Alliances. A premier Fashion Institute in Ooty, McGAN emphasis on Creativity, Career Focus, Global Perspective and prepares its students to be Professionally Competitive , Ethical, and remain relevant to the Community at large.



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McDESIGN '15

A prestigious Design Competition

For 11th and 12th Std Students

Studying in

*Jamil Nadu, Andhra Pradesh, Telungana,
Karnataka, Kerala and Puducherry*

Organised by

Department of Fashion Design



McGAN'S

Ooty School of Fashion & Design

(Affiliated to Tamil Nadu Music and Fine Arts University)

Perar, Kotagiri Road, Ooty - 643 002, The Nilgiris

OBJECTIVE:

The objective of the McDESIGN '15 is to create awareness of the social and environmental issues among the students by means of exploring new ideas, innovation and creativity and enable the participants to remain competitive. The Design competition is a freestyle competition open to 11th and 12th Std. students of all southern states.

Terms and Condition

1. Students studying in 11th and 12th classes in the states of Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Kerala and Puducherry are eligible to participate in the competition.
2. The Drawing/Designs should be uploaded in to the web portal. The resolution of the scanned image shall be 80, and its size shall be lesser than 10 MB.
3. The work shall be the original one and not presented anywhere. Do not submit inappropriate content. Do not post anything which is offensive, hateful, racist, sexist, discriminatory, obscene, vulgar or in violation of local or international laws. Be kind, be social; do not send images which could create the feeling of disgust, fear or despair. Make sure your submission creates positive feelings when evaluated.
- 4.No Copyright-Infringing Material: This is a major aspect, and your entry will get eliminated automatically if you use copyright-infringing material.
5. The evaluation of the contest will be done by a Jury comprising eminent personalities and their decision shall be final.
6. The on the spot final round design contest will be conducted at McGAN'S Ooty School of Fashion & Design, Ooty, The Nilgiris 643 002.

WHO CAN PARTICIPATE

The students studying in 11th and 12th Std. in the states of Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Kerala and Puducherry.

HOW TO PARTICIPATE

The contest will have following steps

Step I

Registration : the interested students are required to register their name and other details in the www.mcgansfashiondesign.com website . On registering, the students will be getting a confirmation mail with login details.

Step II

Draw a design in any one of the following title, and keep it ready for uploading.

- a. Design a pictorial warning for cigarette smoking
- b. Sketch a design for a south Indian bride (bridal ware of any state)
- c. Draw an image describing the importance of protection of our globe.
- d. Sketch a saree pallu using floral designs

Specification:

1. Students are requested to use A4 white Chart paper for drawing.
2. The colours are optional

Step III

Online objective test and uploading the Design:

The students shall be required to attend a objective test (online) and upload the design which they would have drawn already. The objective test shall be for 30 minutes duration. The questions will be asked generally to test the general ability of the students in the areas of fashion and general knowledge.

Step IV

The list of selected students in the above test will be communicated in the web site.

Step V

Final round - on the spot design contest:

The short listed students shall be required to participate in the final round of design contest on 27.12.2015 FN at the campus of McGAN'S Ooty School of Fashion & Design, Ooty, The Nilgiris. In the final round the students will be given a topic on which they have to draw. The evaluation will be done by a jury comprising eminent designers.

Announcement of result and award

The results of the design contest will be announced and the awards will be presented to the winners on 27.12.2015 AN.

REGISTRATION FEE

No Registration Fee

SCHEDULE OF CONTEST

1. Online Registration from 6.11.2015 to 22.11.2015
2. Online General ability Test and Creative Ability Test from 25.11.2015 to 29.11.2015
3. Announcement of Result of Online Test - 06.12.2015.
4. Final on the spot contest 27.12.2015 FN (For short listed candidates)
5. Result Declaration and Award function 27.12.2015 AN

Awards

First Prize: Cash award of Rs.50, 000 + Certificate

Second Prize: Cash award of Rs.25, 000 + Certificate

Third Prize: Cash award of Rs .10, 000 + Certificate

Participation certificate for all Participants for the final on the spot contest.