



ART & DESIGN

A SERIES OF ACTIVITY BASED BOOKS FOR ACADEMIC INTERVENTION



ART & DESIGN

Academic Inclusion



Economic Inclusion



Social Inclusion



14 Years of
Unmatched Legacy



25000 + Beneficiaries
Impacted



250 + Institutions
Empowered



Global impact on
more than 26 cities
and still counting

A&D Learning Lab for Special Schools, SEN Units and Inclusive Schooling



ART & DESIGN

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Art n Design is a first-of-its-kind academic intervention for school going students struggling to cop up with the pace and scale of school education. It has a range of evidence + research based *decalogy- set of ten activity-based books* that integrates cross-curricular and complements existing schooling.

The academic interventions, milestones and core values of Art n Design help students to engage with new age skills, enhance self-confidence, foster interest in learning, develop functional abilities, concept building, increase classroom participation, grow holistically, achieve the essential learning outcomes and establish a learner friendly + future ready educational ecology.

- Behavioral interventions
- Small group instruction
- Response to Intervention (RtI)
- Evidence-based interventions
- Metacognition
- Tier 3 interventions

Journey So Far

2016-2019
Research and Development



2019-2020
In-house testing and Sampling



2020-2023
Introduction of the Prototype
Execution of Art & Design in 8 states with 1000 beneficiaries.
Designed Customized Copies
Introduced Web Application



2024
Revamped books in sync with 21st century skills, NEP, SDGs and NCF
360 degree assessment process and indicators assessing functional abilities and skill sets
Introduced performance based learning curve



Statement



Mission

- ❖ "To foster a **holistic approach** to learning by **integrating art** with core **academic subjects**, **creating engaging, innovative,** and interdisciplinary books that inspire students to explore and connect knowledge in creative ways.
- ❖ Our mission is to empower learners to think **critically, express ideas visually**, and appreciate the power of both **artistic** and **academic disciplines** in shaping a well-rounded education."



Vision

- ❖ "To become a leading resource in transforming education through art-integrated learning, where every student experiences the joy of creativity while mastering subjects like math, science, history, and language arts.
- ❖ We envision a future where **cross-curricular connections enhance critical thinking, problem-solving, and emotional intelligence**, nurturing lifelong learners who are capable of bridging disciplines with imagination and skill."



ASSESS STUDENTS



SET GOALS



PROVIDE INSTRUCTION



MONITORING PROGRESS

Books Insight



Level 0- Foundations of Learning with Reciting & Scribbling ISBN- 978-81-961688-5-8

Highlight the creative/ artistic skills, it contains activities which will help in develop the foundation learning with reciting and scribbling.



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.

What makes it special:

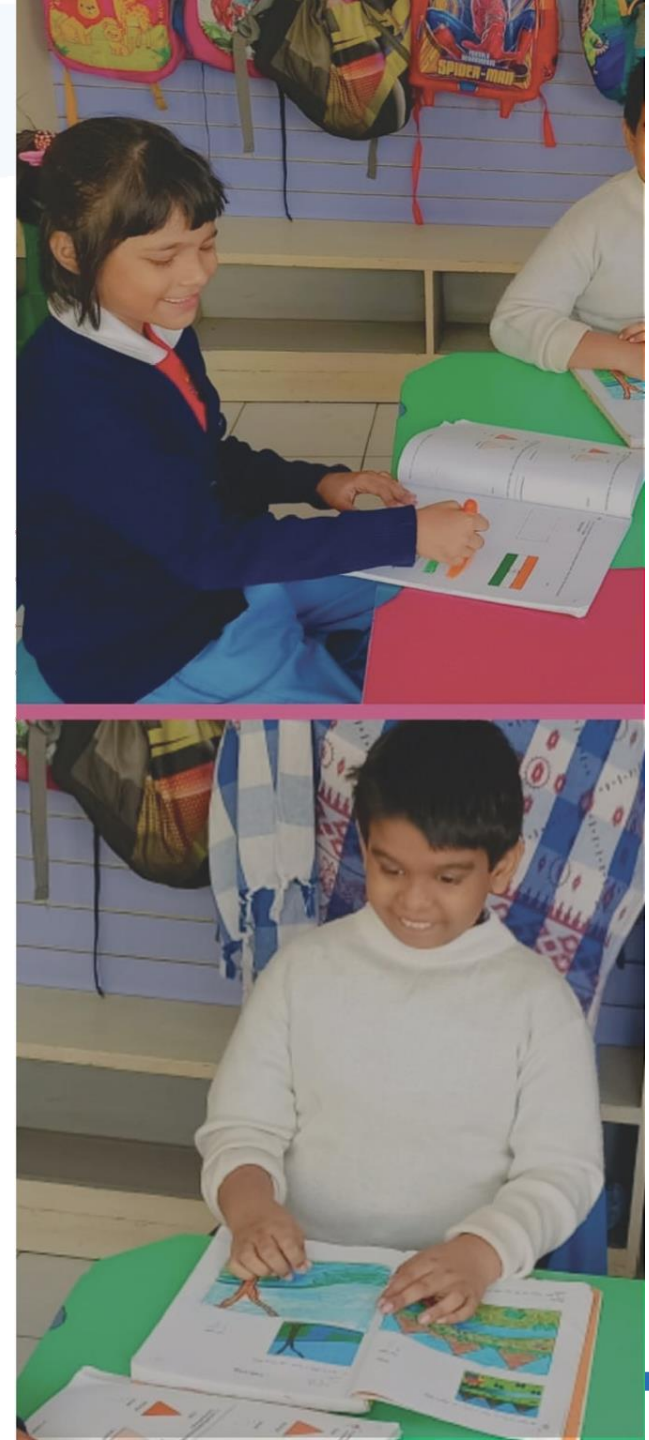
- Aligned with world best education policies and practices including NEP, NCF and SDG
- Structured mentoring, monitoring and 360-degree assessment system
- Chapter-wise tools & techniques + progress & performance evaluation
- Dynamic activities with provident goals
- Teaching-learning resource (TLR) in all books
- Promotes 21st century skills and develops functional abilities
- Simplified implementation & execution process
- Inclusive & transdisciplinary books that use design as a universal language for change
- Strengthening classroom efficiency and increasing the productivity of students
- Help in achieving short-term long-term goals, principles learning and learning outcomes

"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

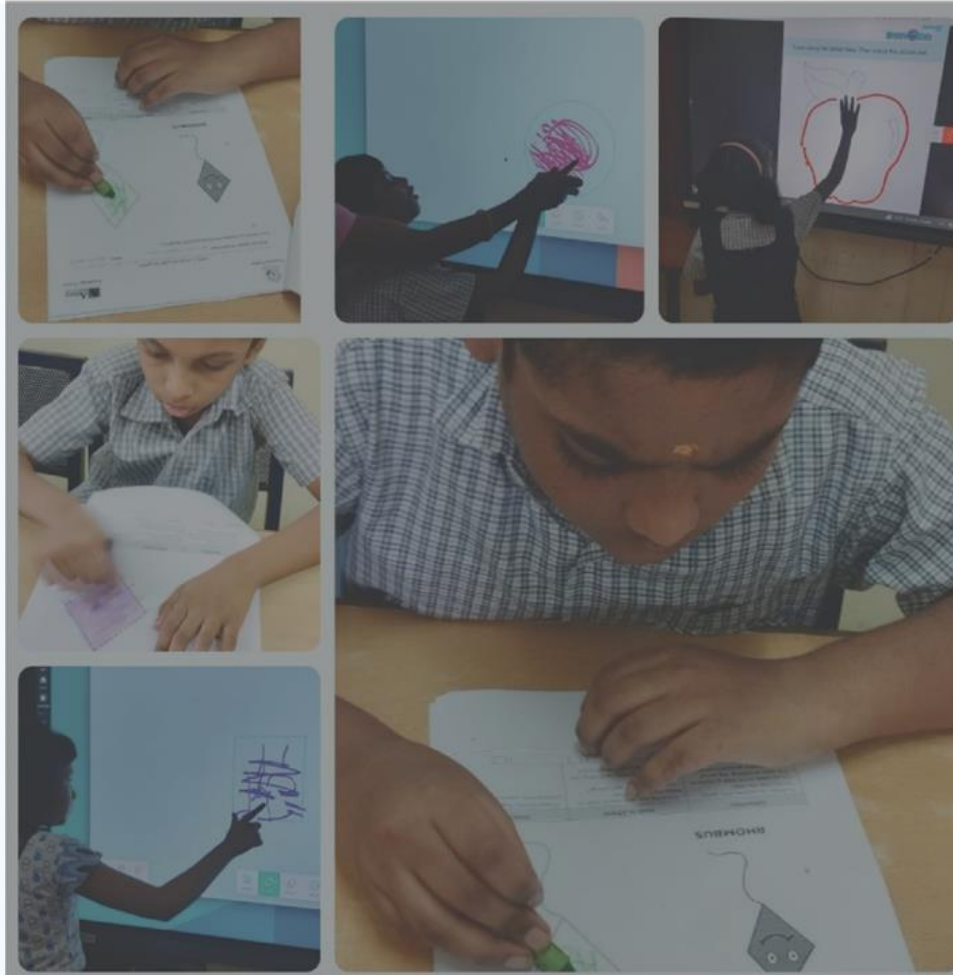
www.aims.media/ArtnDesign



Art & Design Learning Lab

- ❖ Art N Design Learning Lab with its art integrated cross curricular resource books/tools establishes a conducive learning ecology in schools to promote inclusive schooling, enhance functionality and foster learning interest.
- ❖ We aim to help 1 million students struggling with schooling in India by 2030, by mapping their learning habits through the learning curve, providing tailored solutions for them, and adopting a structured curriculum.





"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.

Learning Curve

The Learning Lab helps to derive the student's Learning Curve. The learning curve describes how students acquire new skills and knowledge over time. This concept is invaluable for educators, offering insights into student progress and enabling the creation of effective learning strategies. By tracking student progress, teachers can:

- Identify areas where students need extra support or guidance.
- Foster motivation and enhance attention spans.
- Provide specific and constructive feedback to students by analyzing their learning curves, highlighting areas of strength and areas for improvement.
- Promote a growth mindset in students by emphasizing that mistakes and setbacks are an inherent part of the learning journey.
- After measuring 12 factors across scholastic and co-scholastic areas, a learning curve is generated
- Helps in design uniform and structure IEP
- Helps in monitoring the regular performance and progress of the student

By understanding their own learning processes, students can develop more efficient and effective learning habits, leading to improved academic performance. Ultimately, the insights gained from learning curves equip students with the skills and adaptability necessary for success in their future careers.

"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

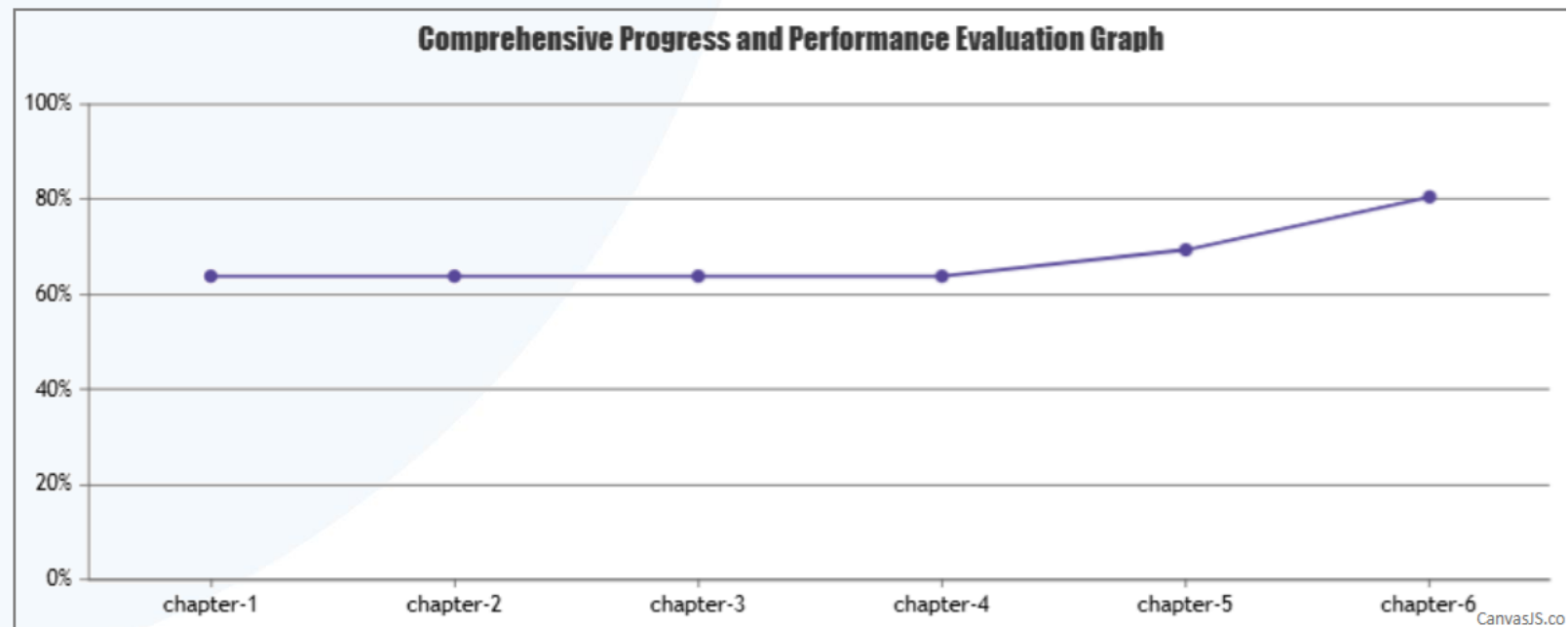
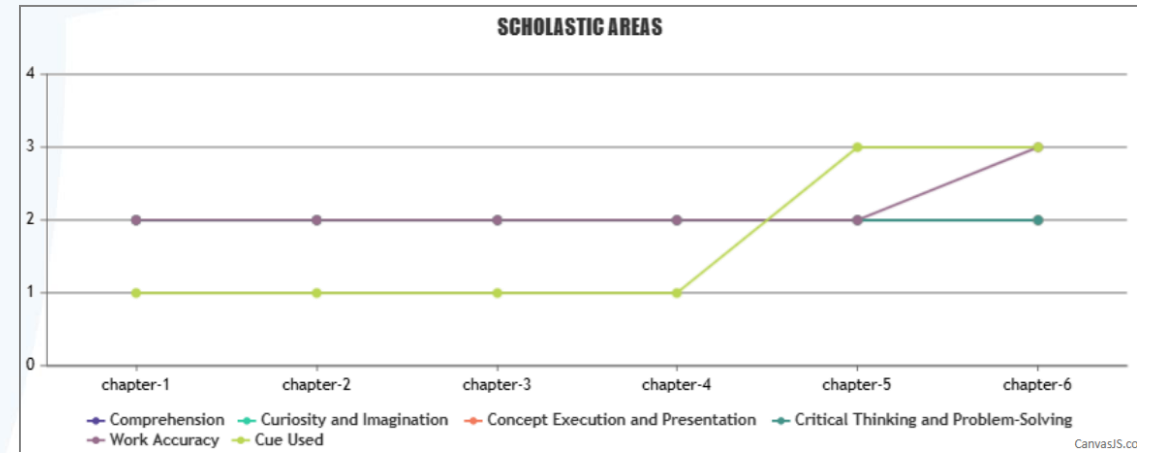
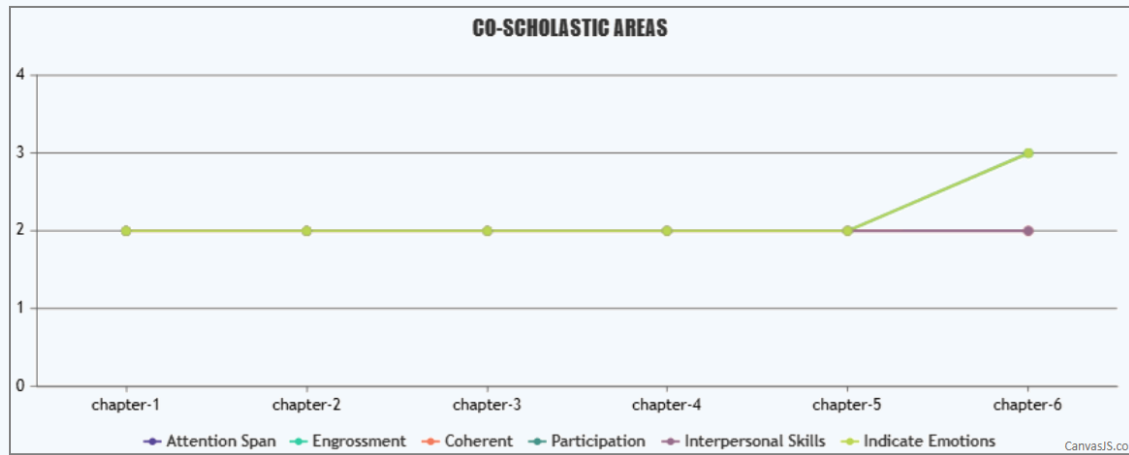
"UNIQUENESS OF THE SUBJECTS MOTIVATES STUDENTS TO LEARN MORE"

"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



Learning Curve



What Art n design brings it along with

- Uniform - Lesson Plans
- Syllabus Distribution Plan
- Teacher Training
- Unbiased Monitoring
- Effective Mentoring
- Workbook
- Teacher Learning Materials
- A Range of Pedagogical Solutions
- Certification
- Access of Web Application/ Tech solutions for transparency and easy supervision

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



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

BUILD A CONDUCTIVE LEARNING ECOLOGY AND BECOME A FUTURE-READY INCLUSIVE SCHOOL

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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