

Frameboxx launches Pastel IP School of Print, Web & Broadcast

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Frameboxx Animation & Visual Effects, India's fastest growing Animation & Visual Effects training brand today added yet another feather to its cap by announcing the launch of its newest brand - Pastel IP School of Print, Web and Publishing to address to the immense opportunities in the Print & Publishing, Digital Design, Web & Broadcast industries. The company which has established itself as a quality leader in the Animation & Visual Effects training domain has, in the past, innovated several initiatives including the Incubation Centre, Online Training, Master classes and the Frameflixx Awards among others and has established several leading industry tie-ups with the most recent one being with the prestigious Seneca Institute of Applied Arts & Technology, Canada. Frameboxx has also earned a unique position by growing at the speed of light having established more than 50 state of the art training facilities in less than 15 months.

Mr.Rajesh Turakhia, Managing Director, Frameboxx commenting on the launch of the first Pastel IP training facility at Chandigarh said, "We live in a world that loves to communicate and interact. Over the past 20 years, technology has crossed all known boundaries and has literally brought the whole world closer than ever before. The Internet has now become a necessity and plays an important role in our daily lives and business. Similar advances in the Print industry as well as the Television & Broadcast industry has led to a unique harmony of sorts amongst multi-media. So what goes in print, is also published online and is broadcast on TV channels as well. This has created a unique level of experience which we term as Rich Media experience and this is precisely what a student gets to learn at Pastel IP."

Pastel IP plans major expansion in the next two years with the aim to reach out to all corners of India. "After setting benchmarks in the Animation & Visual Effects training domain, we felt that there was a major dearth for quality professionals in the Web, Print and basic Broadcast industries which led us to conduct an extensive research into these sectors and create a world class curriculum that is a class apart from the prevailing trends and courses.", added Mr.Naveen Gupta, Executive Director & CEO, Frameboxx. "There is growing demand for creative professionals to take up the challenges of learning newer technology and contribute to the success of any communication initiative. The publishing industry itself for instance, is growing at CAG of 30 percent notwithstanding the demand for expert editors, producers, in the broadcasting domain with the emergence of new electronic channels, the country needs a huge number of trained professionals." he added.

Pastel IP offers three separate streams for the youngsters looking for high paying career options through three programmes as well as one integrated one-year diploma programme, besides running weekend professional development programmes for working designers, artists, DTP operators, printing technologists, etc., and summer camps for the students wishing to learn the fundamentals of printing, web designing, and broadcasting, he said.

Pastel IP is also working with leading companies in the Print, Web & Broadcast domain to provide unique internship and placement opportunities to students. In addition, the company has also launched a unique Pastel@School program which aims to setup joint ventures with schools to introduce multimedia and creative art education at the school level. For more details visit www.pastelip.com